INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, persepsi harga, lokasi dan variasi produk terhadap keinginan pembelian ulang pada Waroeng Spesial Sambal di DIY. Subjek pada penelitian ini adalah masyarakat umum yang berdomisili di DIY, memiliki usia minimal 17 tahun, pernah melakukan pembelian lebih dari 1 kali, dan melakukan pembelian dalam 6 bulan terakhir di Waroeng Spesial Sambal.

Penelitian ini dilakukan dengan jumlah sampel sebanyak 100 responden yang ditentukan dengan teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan metode *purposive sampling* dan menyebarkan kuesioner kepada responden menggunakan *google forms*. Alat analisis yang digunakan adalah Regresi Linier Berganda dengan program aplikasi SPSS 22.

Berdasarkan hasil analisis diperoleh bahwa kualitas layanan, persepsi harga, lokasi dan variasi produk secara bersama-sama berpengaruh positif dan signifikan terhadap keinginan pembelian ulang. Kualitas layanan berpengaruh positif dan signifikan terhadap keinginan pembelian ulang, persepsi harga berpengaruh positif dan signifikan terhadap keinginan pembelian ulang, lokasi berpengaruh positif dan tidak signifikan terhadap keinginan pembelian ulang, dan yang terakhir variasi produk berpengaruh negativ dan tidak signifikan terhadap keinginan pembelian ulang.

Kata Kunci: Kualitas Layanan, Persepsi Harga, Lokasi, Variasi Produk, Keinginan Pembelian Ulang.

ABSTRACT

This research aims to analyze the influence of the quality of service, perceived price, location, and product variation toward the repurchase intention in Waroeng Spesial Sambal in Special Region of Yogyakarta. The subject in this research was the people living in the area of Special Region of Yogyakarta, being at least 17 years old, having purchased the food in Waroeng Spesial Sambal more than once, and having the purchase in the last 6 months in Waroeng Spesial Sambal.

This research was conducted having the number of samples of 100 respondents. The respondents were selected using the sample collection technique of non-probability sampling with the purposive sampling method. Questionnaires were also distributed using google forms. The analysis tool used was Multiple Linear Regression with SPSS 22 application program.

Based on the analysis result, it is found that quality of service, perceived price, location, and product variation simultaneously have positive and significant influence toward the repurchase intention. The quality of service has positive and significant influence toward the repurchase intention, perceived price has positive and significant influence toward the repurchase intention, location has positive but insignificant influence toward the purchase intention, and lastly product variation has negative and insignificant influence toward the repurchase intention.

Keywords: Quality of Service, Perceived Price, Location, Product Variation, Repurchase Intention.