THE INFLUENCE OF PRODUCT QUALITY, PRODUCT DIVERSITY AND PRICE ON CONSUMER REPURCHASE INTEREST IN MIXUE ICE CREAM AND TEA PRODUCTS IN THE CITY OF BANDAR LAMPUNG

ABSTRACT

By

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Interest has grown in the phenomena of the millennial generation's growing client base. Roscoe's theory is the basis for sample determination in the probability sampling method used in this investigation. 210 people make up the sample size in this study. The purpose of this research is to find out how much product diversity, quality, and price affect consumers' intentions to repurchase Mixue ice cream and tea in Bandar Lampung. To evaluate the information, traditional assumption testing is used. The factors of product quality, product diversity, and pricing show a positive and significant influence in the partial data analysis. According to the simultaneous data analysis, customer satisfaction with Mixue ice cream and tea goods in Bandar Lampung is positively and significantly influenced by the variables of product quality, product diversity, and price. In particular, the relationship between product quality (X1) and consumer repurchase intention (Y) is significant ($0.000 < 0.05$) and shows a calculated t-value > tabular t-value ($4.595 > 1.65251$). Comparably, Product Diversity (X2) in relation to Consumer Repurchase Intention (Y) exhibits a significance value ($0.000 < 0.05$) and a computed t-value > tabular t-value ($4.851 > 1.65251$). In addition, Price (X3) in relation to Consumer Repurchase Intention (Y) exhibits a significance value ($0.002 < 0.05$) and a computed t-value > tabulated t-value ($2.062 > 1.65251$). With a significance value of $0.000 < 0.05$, the F-test result in this study provides an F-value of 124.921, which is greater than the calculated F-value of 2.4070.

Keywords: *Marketing, Consumer Repurchase Intention, Product Quality, Product Diversity, and Price.*

PENGARUH KUALITAS PRODUK, KEBERAGAMAN PRODUK, DAN HARGA TERHADAP MINAT BELI ULANG KONSUMEN PRODUK MIXUE *ICE CREAM AND TEA* DI KOTA BANDAR LAMPUNG

ABSTRAK

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Fenomena kenaikan pelanggan yang ramai di kalangan generasi milenal. Teknik sampling dalam penelitian ini menggunakan Probability sampling dengan menggunakan teori roscoe dalam penentuan sampel. Jumlah sampel pada penelitian ini adalah 210 orang. Tujuan dari penelitian ini untuk mengetahui seberapa jauh pengaruh kualitas produk, keberagaman produk, dan harga terhadap minat beli ulanng konsmen mixue ice cream and tea di kota bandar lampung. Pengujian asumsi klasik digunakan untuk menguji data. Pada pengujian data secara parsial, variabel kualitas produk, Keberagaman Produk, dan harga menunjukkan pengaruh yang positif dan signifikan. Pada pengujian analisa data secara simultan, variabel kualitas produk, Keberagaman produk dan harga menunjukkan pengaruh positif dan signifikan terhadap kepuasan pelanggan pada produk mixue ice cream and tea di kota bandar lampung. Secara parsial Kualitas produk (X1) terhadap Minat Beli Ulang Konsumen (Y), memiliki nilai t hitung > t tabel (4,595 > 1,65251). Didapatkan nilai signifikansi (0,000 < 0,05). secara parsial Keberagaman Produk (X2) terhadap Minat Beli Ulang Konsumen (Y), memiliki nilai t hitung > t tabel (4,851 > 1,65251). Didapatkan nilai signifikansi (0,000 < 0,05). secara parsial Harga (X3) terhadap Minat Beli Ulang Konsumen (Y), memiliki nilai t hitung > t tabel (2,062 > 1,65251). Didapatkan nilai signifikansi (0,002 < 0,05). hasil dari uji f di dalam penelitian ini, f hitung yang diperoleh adalah sebesar 124,921 lebih besar daripada F tabel 2,4070 dengan memperoleh nilai signifikansi 0,000 < 0,05.

Kata Kunci: Kualitas Produk, Keberagaman Produk, Harga, Minat Beli Ulang Konsumen, Pemasaran.