

ABSTRAK

PENGARUH PERSEPSI KENYAMANAN DAN HARGA TERHADAP MINAT PEMBELIAN ULANG PADA *MARKETPLACE* SHOPEE DI BANDAR LAMPUNG

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Tujuan penelitian ini adalah untuk mengetahui pengaruh dari kenyamanan dan harga terhadap minat pembelian ulang pada *marketplace* shoope di Bandar lampung. Penelitian ini menggunakan jenis penelitian kuantitatif Melakukan pengumpulan data dilakukan dengan menyebarkan kuesioner. Penentuan sampel menggunakan teknik *purposive sampling* dengan sampel sebanyak 110 responden. Metode Analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda, pengolahan data dilakukan menggunakan SPSS Ver. parsial dan simultan terhadap keputusan pembelian ulang pada *marketplace* di bandar lampung.

Kata Kunci: Kenyamanan, Harga, Minat pembelian ulang.

ABSTRACT

THE EFFECT OF PERCEIVED CONVENIENCE AND PRICE ON REPURCHASE INTENTIONS IN THE SHOPEE MARKETPLACE IN BANDAR LAMPUNG

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The purpose of this research was to find the effect of convenience and price on repurchase intention at the Shopee marketplace in Bandar Lampung. This research uses a quantitative type of research. The data collection was carried out by distributing a questionnaire. The sample was determined using a purposive sampling technique with a sample of 110 respondents. The data analysis method used in this research was multiple linear regression, and data processing was carried out using SPSS. The result of the research showed that convenience and price had a partial and simultaneous effect on repurchase decisions in the marketplace in Bandar Lampung.

Keywords: Convenience, Price, Repurchase Intention.



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