

REPUTASI TOKO DAN PERSEPSI HARGA TOKO DALAM PENGARUHNYA TERHADAP MINAT BELI ULANG (STUDI MINIMARKET MAASMART DI DESA RANDEGAN)”

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ABSTRAK

Penelitian ini bertujuan untuk menilai pengaruh reputasi toko dan persepsi harga toko terhadap minat beli ulang studi kasus minimarket maasmart di desa randegan. Teknik pengumpulan data yang digunakan yaitu dengan kuesioner yang dibantu dengan *google form*. Penelitian ini menggunakan sampel sebanyak 100 responden konsumen maasmart di Kota Mojokerto khususnya Desa Randegan yang masuk dalam kriteria berusia minimal 20-60 tahun dan pernah berbelanja di maasmart. Instrumen penelitian menggunakan Validitas dan Reliabilitas. Metode analisis menggunakan korelasi linier sederhana dan koefisien determinasi serta uji hipotesis dalam penelitian ini menggunakan uji t.

Berdasarkan hasil penelitian ini menunjukkan bahwa kedua variabel reputasi toko dan persepsi harga toko berpengaruh terhadap minat beli ulang pada minimarket maasmart. Hal ini diketahui dari uji T yang menunjukkan bahwa signifikansi sebesar $0,000 < 0,05$. Secara parsial diketahui keduanya berpengaruh signifikan terhadap minat beli ulang.

Kata Kunci: *Reputasi Toko, Persepsi Harga Toko, Minat Beli Ulang*

SHOP REPUTATION AND SHOP PRICE PERCEPTION IN INFLUENCE ON REPURCHASE INTEREST (MAASMART MINIMARKET STUDY IN RANDEGAN VILLAGE)"

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ABSTRACT

This study aims to assess the effect of store reputation and store price perceptions on repurchase interest in the Maasmart minimarket case study in the village of Randegan. The data collection technique used is a questionnaire assisted by google form. This study used a sample of 100 maasmart consumer respondents in Mojokerto City, especially Randegan Village, who were included in the criteria for being at least 20-60 years old and had shopped at maasmart. The research instrument uses validity and reliability. The method of analysis uses simple linear correlation and coefficient of determination and hypothesis testing in this study using the t test.

Based on the results of this study, it shows that the two variables of store reputation and store price perceptions have an effect on repurchase interest in maasmart minimarkets. This is known from the T test which shows that the significance is $0.000 < 0.05$. Partially it is known that both of them have a significant effect on repurchase interest.

Keywords: Store Reputation, Perception of Store Prices, Repurchase Interest