ABSTRAK

Penelitian ini memiliki judul pengaruh kualitas produk, harga, *digital marketing* terhadap minat beli ulang (survei pada konsumen Toko Dyfa Kosmetik). Melihat fenomena bahwa proses minat beli ulang ditemukan faktor yang bermasalah yaitu kualitas produk, harga dan *digital marketing*. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas produk, harga dan *digital marketing* terhadap minat beli ulang baik secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 89 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas produk, harga, *digital marketing* terhadap minat beli ulang. Besarnya pengaruh kualitas produk, harga, *digital marketing* terhadap minat beli ulang secara simultan 53,8% dan sisanya 46,2% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh kualitas produk terhadap minat beli ulang sebesar 26,1%, harga terhadap minat beli ulang sebesar 13,9%, dan yang terakhir *digital marketing* terhadap minat beli ulang sebesar 13,8%, sehingga dapat disimpulkan bahwa kualitas produk memberikan pengaruh paling besar terhadap minat beli ulang.

Kata kunci: Kualitas Produk, Harga, *Digital Marketing* dan Minat Beli Ulang

ABSTRACT

This research has the title of the influence of product quality, price, digital marketing on repurchase interest (survey of Dyfa Cosmetics shop consumers). Seeing the phenomenon that the process of repurchasing interest found problematic factors, namely product quality, price and digital marketing. This study aims to determine how much influence product quality, price and digital marketing have on repurchase interest either simultaneously or partially. The research method used is descriptive and verification method with a total sample of 89 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive influence and There is a significant relationship between product quality, price, digital marketing and repurchase interest. The magnitude of the effect of product quality, price, digital marketing on repurchase interest simultaneously is 53.8% and the remaining 46.2% is influenced by other variables not examined. Partially the magnitude of the influence of product quality on repurchase interest is 26.1%, price on repurchase interest is 13.9%, and finally digital marketing on repurchase interest is 13.8%, so it can be concluded that product quality has an influence the greatest interest in repurchasing.

Keywords: Product Quality, Price, Digital Marketing and Repurchase Interest