

Pengaruh atribut produk terhadap minat beli kembali: studi pada produk post it notes = The effect of product attributes towards repurchase intention: study on post it notes

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Abstrak

[Atribut produk merupakan unsur unsur yang melekat pada suatu produk yang dianggap penting bagi konsumen yang dijadikan suatu acuan atau dasar bagi konsumen untuk membeli atau menggunakan suatu produk. Penelitian ini bertujuan untuk mengetahui pengaruh atribut produk terhadap minat beli kembali pada produk Post it notes. Disamping itu penelitian ini juga bertujuan untuk mengukur masing masing dimensi dari atribut produk seperti kualitas produk merek desain produk harga produk terhadap minat beli kembali Data diperoleh melalui penyebaran kuesioner kepada 100 orang responden yang terdiri dari masyarakat umum di wilayah DKI Jakarta dan Depok. Hasil penelitian ini menunjukkan terdapat pengaruh antara atribut produk dan minat beli kembali Hasil peneilitan ini juga menunjukkan bahwa pada masing masing dimensi variabel atribut produk seperti kualitas produk tidak memiliki pengaruh nyata signifikan terhadap minat beli kembali sedangkan ketiga dimensi lainnya merek desain produk dan harga produk memiliki pengaruh terhadap minat beli kembali.

.....Product attributes are elements inherent in a product that is considered important for consumers which is used as a reference or basis for consumers to buy or use a product. This study aims to determine the influence of product attributes on product repurchase intention on Post it notes In addition this study also aimed to measure the dimensions of each product attributes such as product quality brand product design product prices on repurchase intention. Data obtained by distributing questionnaires to 100 respondents consisting of the general public in Jakarta and Depok. These results indicate there are effect between product attributes and repurchasing intention. The research results also show that in each product attribute 39s variable 39s dimension such as quality of the product does not have a significant effect towards repurchase intention while the other three dimensions brand product design and product prices have an influences on repurchase intention.;

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