

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh atribut produk, kelompok referensi dan keinovasian melalui perilaku pembelian terhadap minat beli ulang studi kasus pada konsumen dealer Honda Matic astra motor Mranggen. Pembahasan tentang pentingnya atribut produk, kelompok referensi, perilaku pembelian dan minat beli ulang telah banyak didiskusikan di beberapa kajian pustaka, Meskipun banyak sekali faktor-faktor lain yang mempengaruhi minat beli ulang, penelitian ini hanya membahas tentang keberadaan atribut produk, kelompok referensi, keinovasian, perilaku pembelian sebagai penentu minat beli ulang. Data diperoleh 100 responden dengan menggunakan kuesioner. Analisis data menggunakan *SPSS 20 For windows* menunjukkan bahwa minat beli ulang dapat meningkat dengan memperhatikan atribut produk, kelompok referensi dan keinovasian melalui perilaku pembelian. Atribut produk, kelompok referensi dan keinovasian melalui perilaku pembelian memiliki pengaruh positif dan signifikan terhadap minat beli ulang.

Kata Kunci : Atribut Produk, Kelompok Referensi, Keinovasian, Perilaku

Pembelian, Minat beli ulang.

ABSTRACT

This study aims to analyze the effect of product attributes, reference groups and innovation through purchasing behavior towards the interest of case study buyback on the consumer dealer Honda Matic astra motor Mranggen. Discussions about the importance of product attributes, reference groups, buying behavior and buying interest have been widely discussed in some literature review. Although there are many other factors affecting repeat interest, this study deals only with the presence of product attributes, reference groups, innovation, behavior purchase as a determinant of repurchase interest. Data obtained 100 respondents by using questionnaires. Data analysis using SPSS 20 For windows shows that the interest of buy-back can increase with respect to product attributes, reference groups and innovation through purchasing behavior. Product attributes, reference groups and innovation through purchasing behavior have a positive and significant influence on repurchase interest.

Keywords : Product attributes, Reference groups, Innovation, Buying behavior, Buying Interest.