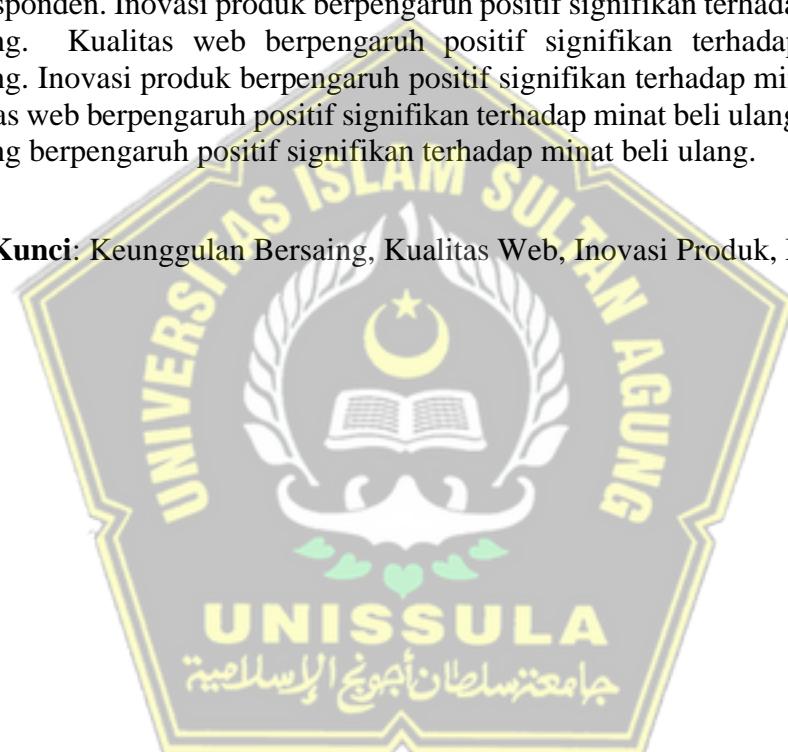


ABSTRAK

Studi ini dimaksudkan untuk mengetahui serta melakukan analisis mengenai pengaruh inovasi produk terhadap keunggulan bersaing, pengaruh kualitas web terhadap keunggulan bersaing, pengaruh inovasi produk terhadap minat beli ulang, pengaruh kualitas web terhadap minat beli ulang, pengaruh keunggulan bersaing terhadap minat beli ulang. Populasi yang dianalisis pada penelitian ini adalah seluruh konsumen produk pakaian yang dilakukan secara online melalui *online shop* Shopee. Sampel pada penelitian ini adalah sebagian konsumen produk pakaian jadi yang dijual secara online melalui *online shop* Shopee dengan jumlah sebanyak 100 responden. Inovasi produk berpengaruh positif signifikan terhadap keunggulan bersaing. Kualitas web berpengaruh positif signifikan terhadap keunggulan bersaing. Inovasi produk berpengaruh positif signifikan terhadap minat beli ulang. Kualitas web berpengaruh positif signifikan terhadap minat beli ulang. Keunggulan bersaing berpengaruh positif signifikan terhadap minat beli ulang.

Kata Kunci: Keunggulan Bersaing, Kualitas Web, Inovasi Produk, Minat Beli Ulang



ABSTRACT

This study aims to determine and analyze the effect of product innovation on competitive advantage, the effect of web quality on competitive advantage, the effect of product innovation on repurchase interest, the effect of web quality on repurchase interest, the effect of competitive advantage on repurchase interest. The population analyzed in this study were all consumers of clothing products made online through the Shopee online shop. The sample in this study were some consumers of clothing products which sell in online shop shopee with a total of 100 respondents. Product innovation has a significant positive effect on competitive advantage. Web quality has a significant positive effect on competitive advantage. Product innovation has a significant positive effect on repurchase interest. Web quality has a significant positive effect on repurchase interest. Competitive advantage has a significant positive effect on repurchase interest.

Keywords: Competitive Advantage, Web Quality, Product Innovation, Repurchase Interest

