

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui kuatnya pengaruh keragaman produk, lokasi, kualitas pelayanan dan harga secara bersama – sama terhadap keputusan pembelian ulang. Teknik pengambilan sampel yang digunakan adalah *nonprobability sampling dengan metode* penelitian ini menggunakan *sampling insidental*. Dalam penelitian ini, untuk menghitung besarnya sampel dari populasi dihitung dengan saran yang diberikan oleh Roscoe dalam buku *Research Methods for Business* maka jumlah sampel =  $30 \times 5 = 150$ . Berdasarkan perhitungan tersebut, maka jumlah sampel yang akan digunakan dalam penelitian ini yaitu sebanyak 150 responden. Metode analisis statistik yang terdiri dari, analisis regresi linier berganda, pengujian signifikan simultan (uji F), pengujian signifikan parsial (uji t), dan analisis determinasi (R<sup>2</sup>).

Hasil penelitian menunjukkan bahwa terdapat pengaruh keragaman produk secara parsial terhadap keputusan pembelian ulang, terdapat pengaruh lokasi secara parsial terhadap keputusan pembelian ulang, terdapat pengaruh kualitas pelayanan secara parsial terhadap keputusan pembelian ulang, terdapat pengaruh harga secara parsial terhadap keputusan pembelian ulang. Secara smultan variabel keragaman produk (X1), lokasi (X2) kualitas pelayanan (X3) dan harga (X4) memiliki pengaruh yang signifikan secara bersama- sama terhadap variabel keputusan pembelian ulang (Y) di Toko Cantik Cellular Petukangan. Hasil *adjusted R square* sebesar 0,575 yang berarti variabel bebas mampu menerangkan variabel terikat sebesar 57,5%. Sedangkan sisanya 42.5% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam penelitian ini.

Kata Kunci : Keragaman Produk, Lokasi, Kualitas Pelayanan, Harga, Keputusan Pembelian Ulang.

## ABSTRACT

*This study aims to determine the influence of product diversity, location, service quality and price together on repurchase decisions. The sampling technique used is nonprobability sampling with this research method using incidental sampling. In this study, to calculate the sample size of the population calculated by the advice given by Roscoe in the Research Methods For Business book, the number of samples =  $30 \times 5 = 150$ . Based on these calculations, the number of samples to be used in this study is 150 respondents. The statistical analysis method consisting of, multiple linear regression analysis, simultaneous significant testing (F test), significant partial evaluation (t test), and determination analysis (R<sup>2</sup>).*

*The results showed that there was a partial effect of product diversity on repeat purchase decisions, there was a partial effect of location on repeat purchase decisions, there was an influence of service quality partially on repeat purchase decisions, there was a partial effect of prices on repurchase decisions. Simultaneously the product diversity variable (X1), location (X2) service quality (X3) and price (X4) have a significant effect jointly on the repurchase decision variable (Y) at the Beautiful Cellular Carpentry Shop. The results of the adjusted R square are 0.575, which means that the independent variable is able to explain the dependent variable by 57.5%. While the remaining 42.5% is influenced by other variables not included in this study.*

*Keywords: Product Diversity, Location, Service Quality, Price, Repurchase Decision.*

