

**THE INFLUENCE OF PRODUCT INNOVATION, SALES PROMOTION
AND STORE LOCATION TOWARD REPURCHASE INTENTION AT
SHARETEA MANADO TOWN SQUARE (MANTOS) 3**

THESIS

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UNIVERSITAS KATOLIK DE LA SALLE

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TITLE PAGE

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Presented as a fulfilment of the requirement

In obtaining Bachelor Degree in Economics at Faculty of Economics

Universitas Katolik De La Salle Manado

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LEGALIZATION PAGE

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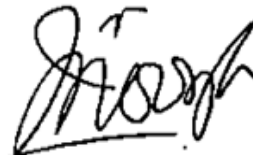
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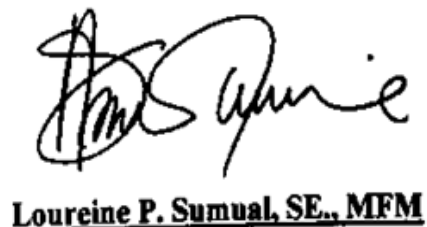
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ABSTRACT

THE INFLUENCE OF PRODUCT INNOVATION, SALES PROMOTION AND STORE LOCATION TOWARD REPURCHASE INTENTION AT SHARETEA MANADO TOWN SQUARE (MANTOS) 3 (GUIDED BY TEDDY YUSTINUS TANDAJU, SE., MBA (Adv.) AND LOUREINE P. SUMUAL SE, MFM)

Repurchase intention are the success of the brand image and consumer loyalty built by a company, so that consumers can be sure to repurchase the products or services offered by the company. Repurchase is one of the behaviors after a purchase that was previously based on satisfaction. If the customer is satisfied next time he will show a higher buying opportunity.

The purpose of this research was to determine and analyze the influence of Product Innovation, Sales Promotion, and Store Location toward Repurchase Intention in Sharetea Manado Town Square (Mantos) 3. This research uses quantitative type research using questionnaire data and is processed using statistical applications SPSS (Statistical Package for Social Sciences) version 25.

Multiple regression analysis is an analysis tool used as a result of this research. The results of this research indicate that Product Innovation and Sales Promotion have a significant influence on Repurchase Intentions partially, and Store Location has a positive influence but does not significantly. All independent variables (Product Innovation, Sales Promotion, and Store Location) simultaneously influence the Repurchase Intention at Sharetea Manado Town Square (Mantos) 3.

Keywords: Product Innovation, Sales Promotion, Store Location, Repurchase Intention.

ABSTRAK

PENGARUH INOVASI PRODUK, PROMOSI PENJUALAN DAN LOKASI TOKO TERHADAP MINAT PEMBELIAN ULANG DI SHARETEA MANADO TOWN SQUARE (MANTOS) 3 (DIBIMBING OLEH TEDDY YUSTINUS TANDAJU, SE., MBA (Adv.) DAN LOUREINE P SUMUAL SE, MFM)

Minat pembelian kembali adalah keberhasilan citra merek dan loyalitas konsumen yang dibangun oleh suatu perusahaan, sehingga konsumen dapat yakin untuk membeli kembali produk atau layanan yang ditawarkan oleh perusahaan. Pembelian kembali adalah salah satu perilaku setelah pembelian yang sebelumnya didasarkan pada kepuasan. Jika pelanggan puas lain kali ia akan menunjukkan kesempatan membeli yang lebih tinggi di kesempatan berikutnya.

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh Inovasi Produk, Promosi Penjualan, dan Lokasi Toko terhadap Minat Pembelian Ulang di Sharetea Manado Town Square (Mantos) 3. Penelitian ini menggunakan jenis penelitian kuantitatif menggunakan data kuesioner dan diproses menggunakan aplikasi statistik SPSS versi 25.

Analisis regresi berganda merupakan alat analisa yang digunakan sebagai hasil dari penelitian ini. Hasil dari penelitian ini menunjukkan bahwa Inovasi Produk dan Promosi Penjualan memiliki pengaruh signifikan terhadap Keputusan Pembelian Ulang secara parsial, dan Lokasi Toko memiliki pengaruh positif tetapi tidak berpengaruh secara signifikan. Semua variabel independen (Inovasi Produk, Promosi Penjualan, dan Lokasi Toko) secara bersamaan berpengaruh terhadap Minat Pembelian Ulang di Sharetea Manado Town Square (Mantos) 3.

Kata Kunci: Inovasi Produk, Promosi Penjualan, Lokasi Toko, Minat Pembelian Ulang.

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Praise and gratitude to Almighty God for blessings and help throughout my life, so that now I can complete my thesis report entitled: "The Influence of Product Innovation, Sales Promotion, and Store Location Toward RePurchase Intention at Sharetea Manado Town Square 3" well and by His will.

On this occasion, I would like to thank all parties and friends who support and assist in prayer and various things:

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Hopefully this research can provide benefits to its readers, sorry if this research is still a lot of mistakes and far from perfect words, therefore criticism and suggestions are very welcome.

Manado, July 30th 2019

Student

STATEMENT OF THESIS ORIGINALITY

I, who sign this thesis statement, state that this thesis:

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AND STORE LOCATION TOWARD REPURCHASE INTENTION AT
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Is truly my originality work.

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