

Concentration:
IBM

**THE IMPACT OF MARKETING MIX ON REPURCHASE
INTENTION THROUGH BRAND LOYALTY IN MCDONALD'S
SURABAYA**

Thesis for S-1



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SURABAYA
2017

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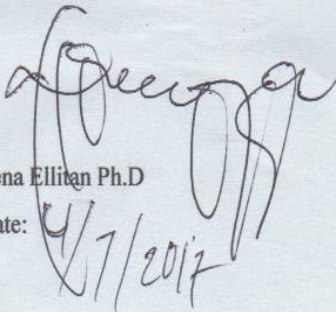
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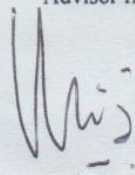


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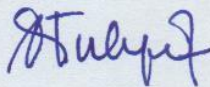
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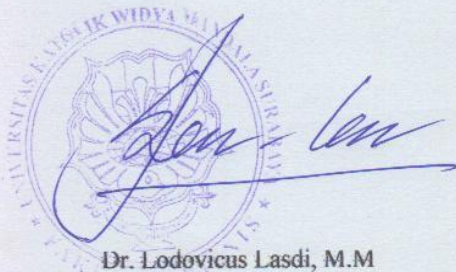


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FOREWORDS

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Surabaya, 2017

Researcher
(Kristoforus Handrian)

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ABSTRAK

Seiring dengan era globalisasi, perilaku membeli konsumen berubah seiring dengan adanya gaya hidup modern terutama untuk melakukan pembelian ulang. Tujuan pembelajaran ini diadakan untuk menguji dan mengidentifikasi dampak dari faktor model; bauran pemasaran (produk, harga, promosi, dan tempat) terhadap minat beli ulang melalui loyalitas merek di Surabaya.

Sampel dari pembelajaran ini adalah 200 responden dengan karakteristik seperti berumur lebih dari 17 tahun dan pernah membeli sama dengan atau lebih dari 2 kali dalam 6 bulan terakhir. Pembelajaran ini menggunakan Structural Equation Modeling (SEM) sebagai teknik analisis data. Structural Equation Modeling atau SEM adalah alat statistik untuk memecahkan model bertingkat serentak yang tidak dapat diselesaikan dengan menggunakan linear regression model.

Menurut hasil dari penelitian ini produk, harga, promosi dan tempat memberikan dampak positif terhadap loyalitas merek dan begitu juga loyalitas merek memberikan dampak positif terhadap minat beli ulang. Artinya semakin tinggi strategi pemasaran bauran akan berdampak pada meningkatnya loyalitas merek di McDonald's Surabaya. Sehingga dapat disimpulkan bahwa semakin baik strategi bauran pemasaran yang disediakan oleh McDonald's Surabaya akan menimbulkan meningkatnya keinginan konsumen untuk loyal terhadap merek dan melakukan pembelian ulang terhadap terhadap produk McDonald's Surabaya untuk masa kedepan dan juga konsumen tindakan rekomendasi kepada orang lain.

Keywords: Bauran Pemasaran, Produk, Harga, Promosi, Tempat, Loyalitas Merek, Perilaku Beli Konsumen, Minat Pembelian Ulang.

ABSTRACT

Due to the era of globalization, consumer buying behavior changes due to modern lifestyle especially in intended them to do repurchase. The purpose of this study is to examine and identify the impact of factors model; marketing mix (product, price, promotion, & place) on repurchase intention through brand loyalty in Surabaya.

The sample of this study for this study is 200 respondents with characteristics such as within age more than 17 and already purchase more than 2 times calculated from 6 months ago. This study used Structural Equation Modeling (SEM) as a data analysis technique. SEM is a statistical tool used to resolve simultaneous multilevel models that cannot be solved by a linear regression equation.

According to the results of this research product, price, promotion, and place as marketing mix variables positively impact on brand loyalty and brand loyalty positively impact on repurchase intention. It means that the higher marketing mix strategy is increasing brand loyalty in McDonald's Surabaya. So it can be said that the better the marketing mix strategy and provided by McDonald's Surabaya will increase consumer desire for loyal to the brand and repurchase the product on present or for the future in McDonald's Surabaya and also, customer acts will recommend to others.

Keywords: Marketing Mix, Product, Price, Promotion, Place, Brand Loyalty, Consumer Buying Behavior, Repurchase Intention.