

## ABSTRAK

Judul : Pengaruh Harga, Kualitas Pelayanan, Suasana Toko, Kelengkapan Produk Terhadap Minat Beli Ulang Konsumen Pada Minimarket Tigaraksa, Tangerang (Dibimbing oleh Jatmiko)  
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Penelitian ini dilakukan untuk mengetahui pengaruh Harga, Kualitas Pelayanan, Suasana Toko dan Kelengkapan Produk terhadap Minat Beli Ulang. Objek penelitian ini adalah Minimarket Alfamart Tigaraksa. Penelitian ini dilakukan terhadap 200 responden dengan menggunakan teknik *non probability sampling*. Analisis data yang digunakan adalah uji validitas, uji reliabilitas, uji analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial, variabel Kualitas Pelayanan dan Kelengkapan Produk berpengaruh positif signifikan, sedangkan variabel harga dan suasana toko berpengaruh negatif signifikan terhadap Minat Beli Ulang Minimarket Alfamart Tigaraksa. Sedangkan secara simultan variabel Harga, Kualitas Pelayanan, Suasana Toko dan Kelengkapan Produk terhadap Minat Beli Ulang Minimarket Alfamart Tigaraksa. Hal ini terbukti dari hasil F hitung lebih besar dari F Tabel.

**Kata kunci : Harga, Kualitas Pelayanan, Suasana Toko dan Kelengkapan Produk terhadap Minat beli ulang.**

## ABSTRACT

*Title* : *The influence of Price, Quality Services, Store Atmosphere, Product Feasibility towards the Repurchase on Minimarket Consumers Alfamart Tigaraksa, Tangerang (Supervised by Jatmiko)*  
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*This study was conducted to determine the influence of Price, Quality Services, Store Atmosphere, Product Completeness towards the Repurchase Interest. The research object is the Minimarket Alfamart Tigaraksa.. The study was conducted against 200 respondents using the saturated non probability sampling technique. The data analysis used is the validity test, the reliability test, the analysis of multiple linear regression analyses. The results showed that partially, the variables of the Price, Quality Services, Store Atmosphere, Product completeness towards the Repurchase Interest at the Minimarket Alfamart Tigaraksa. It is opened from a partial test result (test T) that shows the positive significant value of variables Quality Services and Product completeness, and while the variables price and store atmosphere has negative significant. Simultaneously, the variables of the Price, Quality Services, Store Atmosphere, Product Completeness towards the Repurchase Interest at the Minimarket Alfamart Tigaraksa. This is evident from the result F count greater than the F table.*

***Keywords: Price, Quality Services, Store Atmosphere, Product Completeness towards the Repurchase Interest***