

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh bauran pemasaran dan *word of mouth* (WOM) terhadap minat beli ulang pada konsumen *Cozy Living Interior Design* dan *Furniture Contractor*.

Metode pengambilan sampel menggunakan metode *purposive sampling* dimana sampel yang diambil tidak acak yang informasinya diperoleh dengan kriteria tertentu yaitu pelanggan yang pernah menggunakan jasa *Cozy Living Interior*; pelanggan *Cozy Living Interior* yang berusia minimal 21 tahun keatas. Penentuan jumlah sampel pada penelitian ini menggunakan rumus lamesshow dan didapatkan sebanyak 100 sampel atau responden. Teknis analisis data yang digunakan adalah uji reliabilitas, uji validitas, uji asumsi klasik, analisis regresi linear berganda, uji kelayakan model (*goodness of fit*), analisis koefisien determinasi serta uji t sebagai pengujian hipotesis yang diolah dengan bantuan program SPSS versi 25.

Berdasarkan hasil penelitian ini dengan menggunakan uji t, diketahui bahwa semua variabel independen berpengaruh positif signifikan terhadap minat beli ulang konsumen perusahaan. Variabel bauran pemasaran dan *word of mouth* (WOM) mempunyai pengaruh positif dan signifikan terhadap minat beli ulang konsumen, hal itu menunjukkan bahwa semakin besar nilai bauran pemasaran dan *word of mouth* maka minat beli ulang konsumen perusahaan akan mengalami peningkatan.

Kata Kunci : Bauran Pemasaran, *word of mouth*, minat beli ulang.

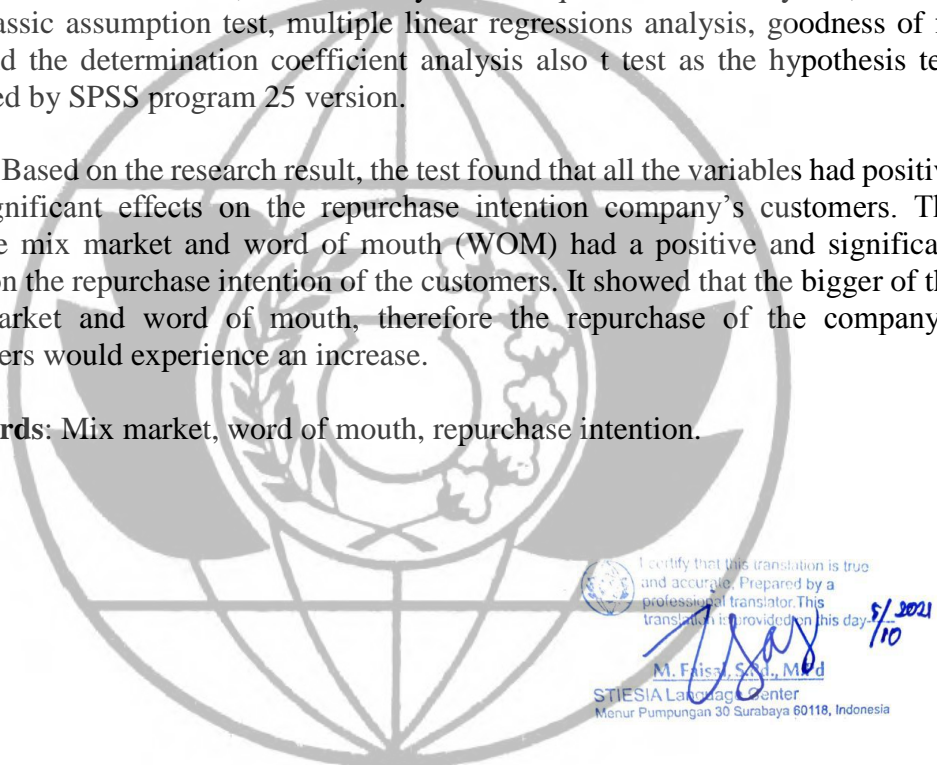
ABSTRACT

This research aimed to find out the effect of mix market and word of mouth (WOM) on the repurchase intention at the customers of Cozy Living Interior Design and Furniture Contractor.

The sample collection method used purposive sampling i.e. a sample selection from the information taken with certain criteria whether the customers use the service of *Cozy Living Interior* minimum 21 years old. The determination of the sample amount of this research used lameshow formula and it obtained 100 sample or respondents. Moreover, the data analysis technique used reliability test, validity test, classic assumption test, multiple linear regressions analysis, goodness of fit test, and the determination coefficient analysis also t test as the hypothesis test managed by SPSS program 25 version.

Based on the research result, the test found that all the variables had positive and significant effects on the repurchase intention company's customers. The variable mix market and word of mouth (WOM) had a positive and significant effect on the repurchase intention of the customers. It showed that the bigger of the mix market and word of mouth, therefore the repurchase of the company's customers would experience an increase.

Keywords: Mix market, word of mouth, repurchase intention.



I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day: 5/10/2021

M. Faisol, S.Pd., M.Ed
STIESIA Language Center
Menur Pumpungan 30 Surabaya 60118, Indonesia