

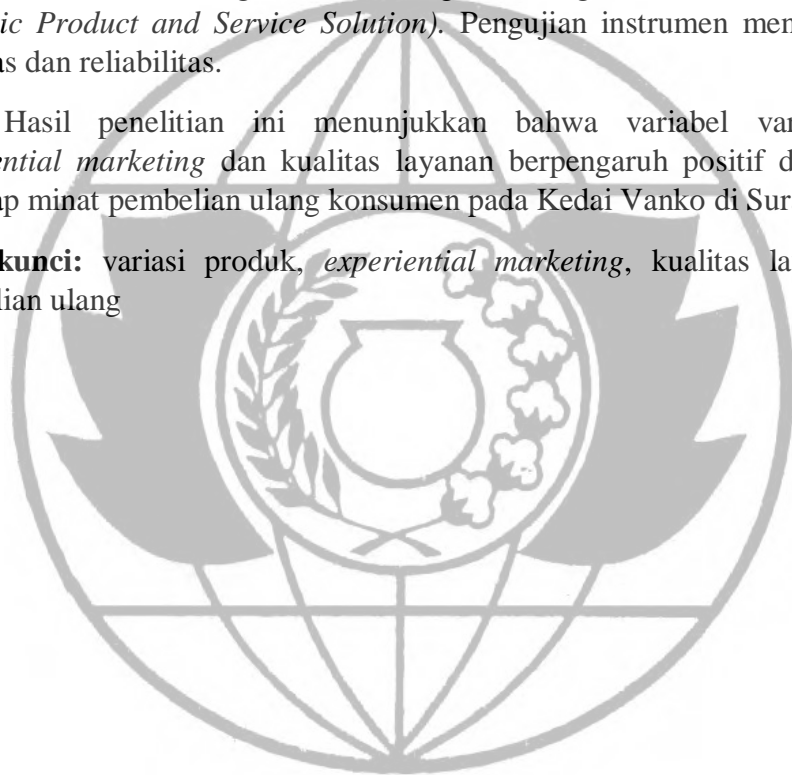
## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh variasi produk, *experiential marketing*, dan kualitas layanan terhadap minat pembelian ulang konsumen pada Kedai Vanko di Surabaya.

Jenis penelitian ini dikategorikan sebagai penelitian yang bersifat deskriptif analisis dengan menggunakan pendekatan kuantitatif. Sampel penelitian ini berjumlah 98 responden yang memiliki minat pembelian ulang pada produk Kedai Vanko yang diambil dengan menggunakan teknik *purposive sampling*. Pengumpulan data menggunakan kuesioner. Metode analisis data dengan menggunakan analisis regresi linear berganda dengan alat bantu aplikasi SPSS (*Statistic Product and Service Solution*). Pengujian instrumen menggunakan uji validitas dan reliabilitas.

Hasil penelitian ini menunjukkan bahwa variabel variasi produk, *experiential marketing* dan kualitas layanan berpengaruh positif dan signifikan terhadap minat pembelian ulang konsumen pada Kedai Vanko di Surabaya.

**Kata kunci:** variasi produk, *experiential marketing*, kualitas layanan, minat pembelian ulang



## **ABSTRACT**

This research analyzed the effect of product variation, experiential marketing, and service quality on the consumers' repurchasing interest at Kedai Vanko in Surabaya.

The research was descriptive-quantitative. Moreover, the data collection technique used purposive sampling. In line with that, 98 respondents had repurchased interest in Kedai Vanko products. Furthermore, the instrument in the data collection technique used questionnaires. The questionnaires were distributed to the respondents. The data analysis technique also used multiple linear regression with SPSS (Statistical Product and Service Solution). The instrument testing used validity and reliability tests.

The result concluded that product variation had a positive and significant effect on the consumers' repurchasing interest at Kedai Vanko in Surabaya. Likewise, experiential marketing had a positive and significant effect on the consumers' repurchasing interest at Kedai Vanko in Surabaya. Similarly, service quality had a positive and significant effect on the consumers' repurchasing interest at Kedai Vanko in Surabaya.

**Keywords:** Product Variation, Experiential Marketing, Service Quality, Repurchasing Interest

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