

ABSTRAK

PENGARUH *UTILITARIAN SHOPPING VALUE*, *HEDONIC SHOPPING VALUE*, DAN *DISTRIBUTION CHANNELS* TERHADAP *INTENT TO REPURCHASE* PADA KONSUMEN LADY FAME SHOP DI BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh variabel *utilitarian shopping value*, *hedonic shopping value*, dan *distribution channels* terhadap *intent to repurchase* pada konsumen lady fame shop di Bandar Lampung. Besarnya populasi diambil dari followers Instagram lady fame shop per juni 2021 berjumlah 1.000.000 followers. Pengambilan sampel menggunakan teknik *simple random sampling* untuk mendapatkan 100 orang responden. Pengambilan data dilapangan menggunakan kuesioner yang disebar melalui google form. Analisis data pada penelitian ini menggunakan analisis linier sederhana dan analisis linier berganda dengan SPSS. Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa secara simultan variabel *utilitarian shopping value* (X1), *hedonic shopping value* (X2), dan *distribution channels* (X3) berpengaruh positif dan signifikan terhadap *intent to repurchase* konsumen di Lady Fame shop sebesar 61.6%, atau dengan kata lain, 38.4% variabel *intent to repurchase* dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *utilitarian shopping value*, *hedonic shopping value*, *distribution channels*, dan *intent to repurchase*

ABSTRACT

PENGARUH *UTILITARIAN SHOPPING VALUE*, *HEDONIC SHOPPING VALUE*, DAN *DISTRIBUTION CHANNELS* TERHADAP *INTENT TO REPURCHASE* PADA KONSUMEN LADY FAME SHOP DI BANDAR LAMPUNG

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This study aims to determine how much influence the variables of utilitarian shopping value, hedonic shopping value, and distribution channels have on the intent to repurchase of lady fame shop consumers in Bandar Lampung. The size of the population is taken from the Lady Fame Shop Instagram followers as of June 2021, amounting to 1,000,000 followers. Sampling using simple random sampling technique to get 100 respondents. Collecting data in the field using a questionnaire distributed via google form. Data analysis in this study used simple linear analysis and multiple linear analysis with SPSS. Based on the results of research and data analysis, it is shown that simultaneously the utilitarian shopping value (X1), hedonic shopping value (X2), and distribution channels (X3) variables have a positive and significant effect on consumer intent to repurchase at the Lady Fame shop by 61.6%, or with In other words, 38.4% of the intent to repurchase variables were influenced by other factors not examined in this study.

***Keywords: utilitarian shopping value, hedonic shopping value, distribution channels,
and intent to repurchase***