

## ABSTRAK

Santi Dwi Febriana. 2024. Pengaruh Variasi Produk, Kualitas Pelayanan, dan Harga Terhadap Minat beli Ulang Konsumen Toko RHEY Kosmetik Magetan (Studi Kasus Pada Pengguna Kosmetik Pada Toko RHEY Kosmetik Magetan). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M. Pembimbing (II) Hendra Setiawan, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh variasi produk, kualitas pelayanan, dan harga terhadap minat beli ulang konsumen di toko RHEY Kosmetik Magetan. Jenis penelitian ini menggunakan pendekatan kuantitatif. Jumlah sampel yang digunakan sebanyak 385 responden. Teknik pengambilan sampel yaitu *Non-Probability Sampling* dan *Purposive Sampling*. Hasil penelitian ini membuktikan bahwa, Variasi Produk berpengaruh positif dan signifikan terhadap minat beli ulang konsumen di toko RHEY Kosmetik Magetan, Kualitas Pelayanan berpengaruh positif dan signifikan terhadap minat beli ulang konsumen di toko RHEY Kosmetik Magetan, Harga berpengaruh positif dan signifikan terhadap minat beli ulang konsumen di toko RHEY Kosmetik Magetan.

**Kata Kunci:** Variasi Produk, Kualitas pelayanan, Harga, Minat Beli Ulang

## **ABSTRACT**

Santi Dwi Febriana. 2024. The Influence of Product Variation, Service Quality, and Price towards Consumer Repurchase Interest at RHEY Cosmetics Magetan Store (Case Study on Cosmetic Users at RHEY Cosmetics Magetan Store). Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M. Supervisor (II) Hendra Setiawan, S.E., M.M.

This study aimed to determine whether there was an influence of product variation, service quality, and price towards consumer repurchase interest at RHEY Cosmetics Magetan store. This type of research used a quantitative approach. The number of samples used was 385 respondents. The sampling technique was Non-Probability Sampling and Purposive Sampling. The results of this study prove that, Product Variation has a positive and significant effect towards consumer repurchase interest at RHEY Cosmetics Magetan store, Service Quality has a positive and significant effect towards consumer repurchase interest at RHEY Cosmetics Magetan store, Price has a positive and significant effect towards consumer repurchase interest at RHEY Cosmetics Magetan store.

**Keywords:** Product Variation, Service Quality, Price, Repurchase Interest.