

ABSTRACT

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THE EFFECT OF MARKETING CAMPAIGNS, CONSUMER BRAND IDENTIFICATION AND CUSTOMER SERVICE SATISFACTION ON MITSUBISHI CAR REPURCHASE INTENTION PAJERO SPORT CAR AT PT DIPO INTERNATIONAL PAHALA OTOMOTIF, MEDAN

(xvi + 142 pages; 6 figures; 42 tables; 6 appendices)

Marketing campaigns, consumer brand identification and satisfaction can determine the repurchase intention at the company. The research has purpose to know the effect of marketing campaigns, consumer brand identification and satisfaction on repurchase intention at PT Dipo International Pahala Otomotif, Medan.

Analysis method performed is multiple linear regression analysis. The research will assess the marketing campaign variable, consumer brand identification variable, satisfaction variable and repurchase intention variable. Research sample is customer at PT Dipo International Pahala Otomotif, Medan. The approach in this research uses quantitative methods. It explains about the relationship between marketing campaigns, consumer brand identification, satisfaction and repurchase intention at PT Dipo International Pahala Otomotif, Medan.

The research result can show some conclusions partially, the marketing campaigns variable has a positive and significant effect on repurchase intention at PT Dipo International Pahala Otomotif, Medan. Partially, the consumer brand identification variable has a positive and significant effect on repurchase intention at PT Dipo International Pahala Otomotif, Medan. Partially, the satisfaction has significant effect on repurchase intention at PT Dipo International Pahala Otomotif, Medan. Simultaneously, the marketing campaigns, consumer brand identification and satisfaction variable have a positive and significant effect on repurchase intention at PT Dipo International Pahala Otomotif, Medan. The coefficient of determination is 59.4%. The coefficient of determination shows that 59.4% of repurchase intention is explained by marketing campaigns, consumer brand identification and satisfaction.

Keywords : Marketing Campaigns, Consumer Brand Identification, Customer Service Satisfaction and Repurchase Intention.

References : 37 (2016-2022)

ABSTRAK

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PENGARUH KAMPANYE PEMASARAN, IDENTIFIKASI MEREK PELANGGAN DAN KEPUASAN SERVIS PELANGGAN TERHADAP NIAT PEMBELIAN ULANG MOBIL MITSUBISHI MOBIL PAJERO PADA PT DIPO INTERNATIONAL PAHALA OTOMOTIF, MEDAN

(xvi + 142 halaman; 6 gambar; 42 tabel; 6 lampiran)

Kampanye pemasaran, identifikasi merek konsumen dan kepuasan dapat menentukan niat pembelian ulang di perusahaan. Penelitian ini bertujuan untuk mengetahui pengaruh kampanye pemasaran, identifikasi merek konsumen dan kepuasan servis pelanggan terhadap niat beli ulang di PT Dipo International Pahala Otomotif Medan.

Metode analisis yang dilakukan adalah analisis regresi linier berganda. Penelitian ini akan menilai variabel kampanye pemasaran, variabel identifikasi merek konsumen, variabel kepuasan dan variabel niat beli ulang. Sampel penelitian adalah pelanggan di PT Dipo International Pahala Otomotif Medan. Pendekatan dalam penelitian ini menggunakan metode kuantitatif. Ini menjelaskan tentang hubungan antara kampanye pemasaran, identifikasi merek konsumen, kepuasan servis pelanggan dan niat beli ulang di PT Dipo International Pahala Otomotif, Medan.

Hasil penelitian dapat disimpulkan secara parsial bahwa variabel kampanye pemasaran berpengaruh positif dan signifikan terhadap niat beli ulang di PT Dipo International Pahala Otomotif Medan. Secara parsial variabel identifikasi merek konsumen berpengaruh positif dan signifikan terhadap niat beli ulang di PT Dipo International Pahala Otomotif Medan. Secara parsial kepuasan berpengaruh signifikan terhadap niat beli ulang di PT Dipo International Pahala Otomotif Medan. Secara simultan variabel kampanye pemasaran, identifikasi merek konsumen dan kepuasan berpengaruh positif dan signifikan terhadap niat beli ulang di PT Dipo International Pahala Otomotif Medan. Koefisien determinasi sebesar 59,4%. Koefisien determinasi menunjukkan bahwa 59,4% niat pembelian kembali dijelaskan oleh kampanye pemasaran, identifikasi merek konsumen, dan kepuasan..

Kata Kunci : *Kampanye Pemasaran, Identifikasi Merek Pelanggan, Kepuasan Pelanggan dan Nilai Pembelian Ulang.*

Referensi : 37 (2016-2022)