

ABSTRAK

Penelitian ini bertujuan untuk menentukan bagaimana variasi produk, cita rasa, *experiential marketing* dan *reference group* memengaruhi minat beli ulang produk Kirana *Food and Beverages* di Kecamatan Senduro. Latar belakang penelitian ini berdasarkan pada tingginya persaingan UMKM sektor kuliner, sehingga pelaku usaha perlu memahami berbagai faktor yang mendorong konsumen melakukan pembelian ulang.

Metode kuantitatif dan teknik *incidental* digunakan dalam penelitian ini. Data dikumpulkan melalui mendistribusikan kuesioner kepada 100 responden yang adalah pelanggan Kirana *Food and Beverages*. Pengujian penelitian menggunakan uji validitas dan reliabilitas. Uji asumsi klasik seperti normalitas, multikolinearitas, dan heterokedastisitas berperan untuk memulai analisis data dengan regresi linier berganda.

Hasil penelitian memperlihatkan bahwa variasi produk, cita rasa, *experiential marketing*, dan *reference group* memiliki dampak positif dan signifikan terhadap minat beli ulang. Temuan ini menegaskan bahwa kombinasi antara variasi produk, cita rasa, *experiential marketing*, dan *reference group* memegang peran krusial dalam peningkatan minat beli ulang dan pada akhirnya dapat menjadi loyalitas konsumen. Penelitian ini diharapkan mampu memberikan sumbangan bagi pengembangan ilmu pemasaran, serta menghasilkan strategi bagi pelaku UMKM terutama Kirana *Food and Beverages* untuk meningkatkan minat beli ulang konsumen.

Kata Kunci: variasi produk, cita rasa, *experiential marketing*, *reference group*, minat beli ulang.

ABSTRACT

This research aims to explore how product variety, taste, experiential marketing, and reference group influence the repurchase intention for Kirana Food and Beverages products in Senduro District. The research is initiated due to the highly competitive environment in the culinary industry among small enterprises, underlining the importance of understanding the elements that foster customer loyalty and repeated patronage.

The research adopts a quantitative approach with incidental sampling techniques. Data was collected by distributing questionnaires to 100 customers of Kirana Food and Beverages. The study tested the validity and reliability of the research tools, and classical assumption tests including normality, multicollinearity, and heteroscedasticity were conducted before performing multiple linear regression analysis.

Findings indicate that product variety, taste, experiential marketing, and reference groups have a significant and positive impact on repurchase interest. This confirms that the combination of these factors plays a key role in driving repeat purchases, which can ultimately foster customer loyalty. The study is expected to contribute to marketing research and provide strategic insights for small business owners, particularly Kirana Food and Beverages, to strengthen consumer retention.

Keywords: *product variation, taste, experiential marketing, reference group, repurchase intention.*