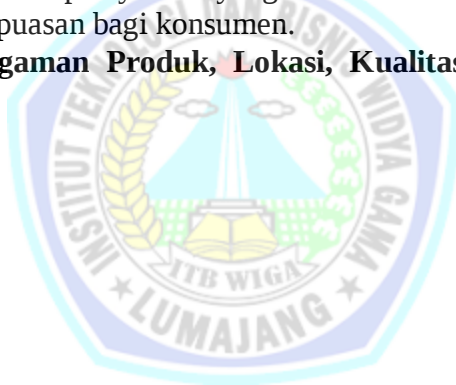


ABSTRAK

Toko *frozen food* di Lumajang mengalami perkembangan pesat, dapat dilihat dari semakin banyaknya toko *frozen food* yang ada di Lumajang. Penelitian ini difokuskan untuk menganalisis dan memahami pengaruh keragaman produk, lokasi, dan kualitas pelayanan terhadap minat beli ulang pada empat toko *frozen food* di Lumajang, yaitu Wijaya Pangan, Denataa *frozen food*, Dzafia *frozen food*, RZ *frozen food*. Penelitian ini melibatkan 80 orang responden dan sampel terpilih menggunakan metode *nonprobability sampling* dengan teknik pendekatan *insidental*. Analisis yang dilakukan ialah regresi linier berganda guna menguji hipotesis yang telah diajukan. Hasil dari penemuan yang diperoleh setelah melakukan uji-t: 1) keragaman produk berpengaruh positif terhadap minat beli ulang karena semakin banyak variasi produk yang tersedia, semakin besar peluang konsumen menemukan produk sesuai keinginan sehingga tertarik untuk membeli kembali.. 2) lokasi tidak berpengaruh terhadap minat beli ulang karena konsumen lebih memilih kemudahan akses seperti layanan pesan antar dibandingkan dengan letak geografis toko. 3) kualitas pelayanan berpengaruh positif terhadap minat beli ulang karena kualitas pelayanan yang diberikan toko mampu memberikan kenyamanan dan kepuasan bagi konsumen.

Kata kunci :Keragaman Produk, Lokasi, Kualitas Pelayanan, Minat Beli Ulang



ABSTRACT

Frozen food stores in Lumajang are experiencing rapid development, as seen from the increasing number of frozen food stores in Lumajang. This study focuses on analyzing and understanding the influence of product diversity, location, and service quality on repurchase intention in four frozen food stores in Lumajang, namely Wijaya Pangan, Denataa frozen food, Dzafia frozen food, RZ frozen food. This study involved 80 respondents and selected samples using a nonprobability sampling method with an incidental approach technique. The analysis used is multiple linear regression to test the proposed hypothesis. The results of the findings obtained after conducting a t-test: 1) product diversity has a positive effect on repurchase intention because the more product variations available, the greater the chance of consumers finding the product they want so they are interested in repurchasing. 2) location does not affect repurchase intention because consumers prefer easy access such as delivery services compared to the geographical location of the store. 3) service quality has a positive effect on repurchase intention because the quality of service provided by the store is able to provide comfort and satisfaction for consumers.

Keywords: Product Diversity, Location, Service Quality, Repurchase Intention

