

Analisis Pengaruh Innovation Attributes terhadap Repurchase Intention pada Halal-Labeled Product (Studi pada Produk Makanan dan Minuman PT Indofood Sukses Makmur Tbk) = Analysis of the Influence of Innovation Attributes to Repurchase Intention on Halal-Labeled Products (Study on Food and Beverage Products PT Indofood Sukses Makmur Tbk)

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Abstrak

Penelitian ini mengkaji tentang pengaruh dari innovation attributes terhadap repurchase intention pada halal-labeled product PT Indofood Sukses Makmur Tbk. Responden dalam penelitian ini merupakan orang yang pernah membeli produk Indofood dan berdomisili di wilayah Jabodetabek dengan total sampel sebanyak 188 responden. Teknik analisis data dalam penelitian ini menggunakan SPSS uji regresi linear sederhana. Hasil penelitian menunjukkan bahwa seluruh dimensi dari innovation attributes, yaitu relative advantage, trialability, observability, dan compatibility memiliki pengaruh yang positif terhadap repurchase intention kecuali dimensi complexity yang memiliki pengaruh negatif. Hal tersebut mengindikasikan bahwa innovation attributes akan mampu meningkatkan repurchase intention.

.....This study examines the influence of innovation attributes to repurchase intention on halal-labeled product PT Indofood Sukses Makmur Tbk. Respondents in this study were people who had bought Indofood products and lived in Jabodetabek area with a total sample of 188 respondents. The data analysis technique in this study used SPSS simple linear regression test. The results showed that all dimensions of the innovation attributes, namely relative advantage, trialability, observability, and compatibility had a positive influence on repurchase intention except for the complexity dimension which had a negative influence. This indicates that the innovation attributes will be able to increase repurchase intention.