

Product Diversity And Prices On Repurchase Interest And Consumer Loyalty At Upt Batu Herbal Materia Medica Laboratory

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ABSTRACT

Sales of medicinal plant products at the UPT Herbal Materia Medica Laboratory in Batu have decreased in recent months from the desired target, while the growth of producers of similar medicinal plant products has mushroomed in the city of Batu. This research aims to analyze product diversity and product prices on repurchase interest and consumer loyalty at the Batu Medica Herbal Laboratory UPT. This research method is observational with a cross sectional approach. The number of samples taken in this research was determined using a purposive sampling method, namely consumers aged 18 years and over and who made more than one purchase at the herbalmart UPT Batu Herbal Materia Medica Laboratory, namely 32 samples. The data analysis method used is path analysis. From the path analysis results, it was obtained that the value of the direct influence of product prices > the indirect influence value ($0.814 > 0.072$) so that it was concluded that there was a direct influence of product prices through repurchase interest on consumer loyalty. The results of this research can be contributed as consideration for the UPT Herbal Materia Medica Laboratory in Batu to analyze and evaluate the influence of product diversity, product price on repurchase interest and consumer loyalty.

Keywords: Consumer Loyalty, Product Diversity, Product Price, Repurchase Interest.

INTRODUCTION

The proliferation of producers of medicinal plants and their processed products in society offering a variety of the same products has created intense competition. Along with the development of knowledge, the availability of medicinal plants and their processed products can be optimized by applying several technologies that can meet the needs and desires of consumers. By producing high quality products, it will create consumer loyalty at UPT Batu Herbal Materia Medica Laboratory.

Currently, the government is driving a trend towards consuming medicinal plant products and their processed products to increase the body's immunity. This has created a high demand for fulfilling the consumption of these herbal plants, especially during the Covid-19 pandemic. This has had an impact on the emergence of many herbal processed producers. who compete to produce and sell their products to the public with various variants and prices.

In the last few months product sales at herbalmart UPT Batu Herbal Materia Medica Laboratory have decreased. In circumstances like this, consumer loyalty is something that is really needed by UPT Batu Herbal Materia Medica Laboratory because it is the basis for strategic market planning and development of sustainable excellence.

The difference in the results of previous research conducted by Mustapa et al (2018) is that quality, price and product diversity as well as consumer satisfaction have a positive and significant effect on consumer repurchase interest.



The aim of this research is to analyze the diversity and price of products on repurchase interest and consumer loyalty at the Batu Medica Herbal Laboratory UPT.

METHODS

This research is quantitative using an observational research plan using a cross-sectional method. The population in this study were 32 consumers who bought products at Herbalmart UPT Batu Herbal Materia Medica Laboratory. In this research, the sampling technique used is the Purposive Sampling technique, which uses the criteria of consumers with a minimum age of 18 years and consumers who make more than one purchase so that researchers can measure the level of consumer interest in buying and loyalty. The research location is in the herbalmart unit UPT Batu Herbal Materia Medica Laboratory, the research time is from 4-29 May 2020. In this research there are 2 independent variables or independent variables consisting of product diversity (X1) and product price (X2), and 2 dependent or bound variables consisting of repurchase interest (Y) and consumer loyalty (Z). The research instrument used was a questionnaire with a Likert scale score which had a weight of 1-5. The analytical methods that will be used are validity and reliability tests, classical assumption tests and path analysis tests.

RESULT

Respondent Characteristics

The characteristics used in this research are gender, age, employment, and income. From 32 respondents' data, the following respondent characteristics data were obtained :

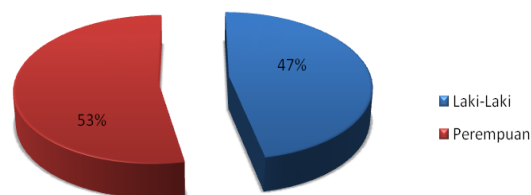


Figure 1 Characteristics of respondents based on gender taken on 4-29 May 2020, research location UPT Batu Herbal Materia Medica Laboratory

From the graph above, it shows that of the 32 respondents involved, 53% (17 respondents) were female.

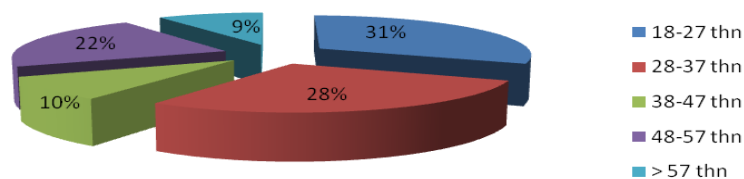


Figure 2 Characteristics of respondents based on age taken on 4-29 May 2020, research location UPT Batu Herbal Materia Medica Laboratory

Based on the picture above, it shows that the largest number of respondents were in the 18-27 year age range at 31% (10 respondents). Based on this, it can be seen that consumers who shop at herbalmart UPT Batu Herbal Materia Medica Laboratory are dominated by teenagers or adults.

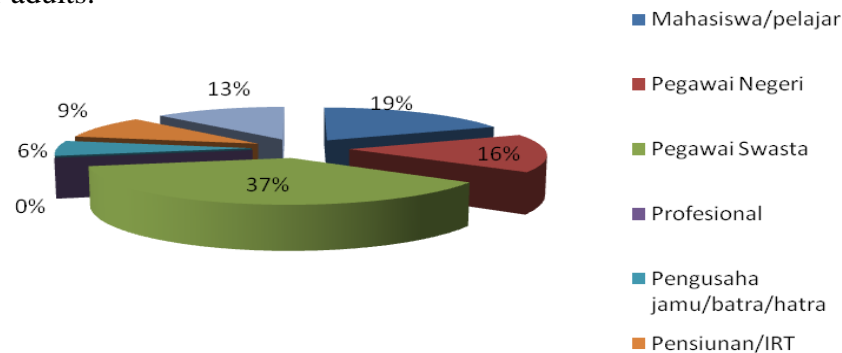


Figure 3 Characteristics of respondents based on work taken on 4-29 May 2020, research location UPT Batu Herbal Materia Medica Laboratory

Based on the graphic image above, it can be seen that as many as 12 respondents (37%) work as private employees.

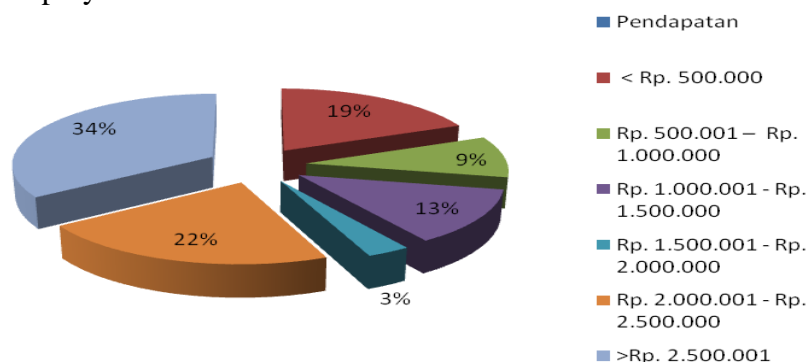


Figure 4 Characteristics of respondents based on income taken on 4-29 May 2020, research location UPT Batu Herbal Materia Medica Laboratory

Based on Figure 4 above, it can be seen that as many as 11 respondents (34.4%) had incomes above IDR 2,500,000.

3.2 Validity and Reliability Test

3.2.1 Validity test

Table 1. Results of validity tests on the influence of product diversity and product prices on repurchase interest and consumer loyalty at the Batu Medica Herbal Laboratory UPT which was carried out 4-29 May 2020 with a total of 32 respondents.

Variale Name	Indikator	r hitung	r tabel	Information
Product Diversity	X1.1	0,692	0,296	Valid
	X1.2	0,692	0,296	Valid
	X1.3	0,755	0,296	Valid
	X1.4	0,849	0,296	Valid
	X1.5	0,812	0,296	Valid
	X1.6	0,663	0,296	Valid
Product Price	X2.1	0,787	0,296	Valid
	X2.2	0,695	0,296	Valid
	X2.3	0,598	0,296	Valid
	X2.4	0,743	0,296	Valid
	X2.5	0,719	0,296	Valid
	X2.6	0,819	0,296	Valid
	X2.7	0,666	0,296	Valid
Interested in Buying Again	Y.1	0,704	0,296	Valid
	Y.2	0,674	0,296	Valid
	Y.3	0,851	0,296	Valid
	Y.4	0,735	0,296	Valid
	Y.5	0,777	0,296	Valid
Customer Loyalty	Z.1	0,753	0,296	Valid
	Z.2	0,76	0,296	Valid
	Z.3	0,776	0,296	Valid
	Z.4	0,708	0,296	Valid

The table above shows that from the results of validity testing it is known that all the indicators used to measure the variables used in this research have a correlation coefficient that is greater than the r table for sample $32-2 = 30$, namely 0.296. Thus, it can be concluded that there are 22 questions used to measure the variables of product diversity, product price, repurchase interest and consumer loyalty which are declared valid.

3.2.2 Reliability Test

Table 2. Results of reliability tests on the influence of product diversity and product prices on repurchase interest and consumer loyalty at the Batu Medica Herbal Laboratory UPT which was carried out 4-29 May 2020 with a total of 32 respondents.

No	Variabel	Alpha	Alpha Cronbach	Hasil
1	Product Diversity	0,814	0,6	Reliabel
2	Product Price	0,835	0,6	Reliabel
3	Interested in Buying Again	0,801	0,6	Reliabel
4	Customer Loyalty	0,738	0,6	Reliabel

Based on the table above, it can be seen that each variable, namely product diversity, product price, repurchase interest and consumer loyalty, is known to have a Cronbach Alpha greater than 0.6. Thus the results of the reliability test on all variables are reliable.

3.3 Asumsi Klasik Test

Table 3 Results of the classical assumption test of the influence of product diversity and product price on repurchase interest and consumer loyalty at the Batu Medica Herbal Laboratory UPT which was carried out 4-29 May 2020 with a total of 32 respondents.

Variable	Normality test	Multikolinearity test	Heterokedasitas test	Linierity test
Product Diversity			0,810	0,045
Prices	0,2	2,791	0,448	0,036
Interested in Buying Again			0,879	0,000

From the results of the normality test it can be seen that the results of the normality test (X1,X2,Y against Z) obtained a significance value of 0.200, Because the significance value is greater than $\alpha = 0.05$ ($>5\%$), it can be concluded that the residual value is normally distributed.

The test results showed that the VIF was 2.791, so it can be concluded that there is no correlation between the independent variables, so it can be concluded that there is no multicollinearity problem.

The results of the heteroscedasticity test using the Glejser test showed that the significance of the product diversity variable (X1) was 0.810; product price variable (X2) of 0.448; and repurchase interest (Y) is 0.879. Everything is above the standard significance value of 0.05, so it can be concluded that heteroscedasticity does not occur.

3.4 Path Analysis Test

Table 4. Results of path analysis tests on the influence of product diversity and product prices on repurchase interest and consumer loyalty at the Batu Medica Herbal Laboratory UPT which was carried out 4-29 May 2020 with a total of 32 respondents.

Jalur	Beta	Sig.	Hasil
X1 \rightarrow Y	0,184	0,319	Tidak berpengaruh
X2 \rightarrow Y	0,470	0,015	Berpengaruh
Y \rightarrow Z	0,154	0,000	Berpengaruh
X2 \rightarrow Z	0,814	0,210	Tidak berpengaruh

From the table above, it can be concluded that product diversity (X1) does not have a positive influence on repurchase intention (Y) (sig. value $0.319 > 0.05$); X2 (product price) has a positive influence on repurchase interest Y (sig. value $0.015 < 0.05$); repurchase interest Y has a positive influence on consumer loyalty (Z) (sig. value $0.000 < 0.005$); and X2 has no positive effect on Z (sig. value $0.210 > 0.05$). The results of this analysis show that repurchase interest (Y) acts as an intermediary variable between product price (X2) and consumer loyalty (Z).

So, the overall causal influence of product diversity variables (X1) and product price (X2) on repurchase interest (Y) and consumer loyalty (Z) can simultaneously be described in the structural model as follows :

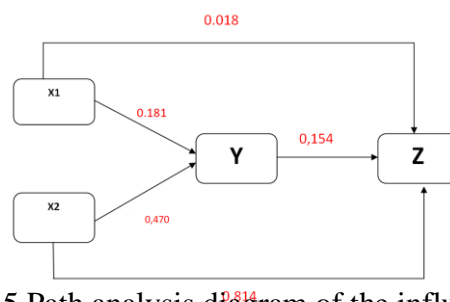


Figure 5 Path analysis diagram of the influence of X1, X2, Y, and Z

From the diagram above, the analysis shows that X2 has a direct influence on Z of 0.814 and an indirect influence of 0.072 so that X2 to Z has a total influence of 0.886, this shows that there is a direct influence on product price (X2) through repurchase interest (Y) on consumer loyalty (Z).

Y is a mediating variable between product diversity (X1) and product (X2) on consumer loyalty (Z) because the significance value of Y to Z is 0.154. X1 has a direct influence on Z of 0.018 and an indirect influence of 0.028. The total influence from X1 to Z is 0.046. Meanwhile, the direct influence value from X2 to Z is 0.814 and the indirect influence value is 0.072. The total influence from X2 to Z has a value of 0.886.

The total effect value of X1 on Z (0.046) > the indirect influence value (0.028) and the total effect value of X2 on Z (0.886) > the indirect influence value (0.072). From these results it can be concluded that repurchase interest (Y) acts as a mediating variable between product diversity and price.

DISCUSSION

Diversity of products needed by consumers at UPT Batu Herbal Materia Medica Laboratory

The results of the research using the path analysis test which showed that the sig value of 0.319 was greater than 0.05 concluded that product diversity did not have a positive effect on repurchase intention.

The definition of product according to Stanton (1996) is that a product is a collection of real and intangible attributes, including packaging, color, price, quality and brand plus service and sales reputation.

According to Kotler & Keller (2012) product diversity is the availability of all types of products ranging from large quantities, suitability to tastes and desires as well as the availability of products offered to be owned, used or consumed by consumers produced by a producer. According to Asep (2005), conditions are created by the availability of goods in very varied quantities and types, giving rise to many choices in the consumer shopping process. Consumers often make decisions in the shopping process to buy an item that was not previously listed on the out of purchase list.

According to Benson (2007) in (Yuwono, 2017) indicators of product diversity are diverse product types, diverse sizes, diverse product materials, and diverse product packaging designs.

Rundh (2005) in Raheem, Vishnu, & Ahmed (2014), states that packaging can attract consumers' attention to a particular brand, improve its image, and stimulate consumer perceptions about the product. Packaging is a process related to the design and manufacture of containers (container) or wrapper for a product. For a product, the purpose of using packaging is as protection, providing ease of use, useful for reuse, providing attractiveness, as an identity, distribution, labeling, and is a reflection of product innovation (Tjiptono, 1997).

According to previous research, the relationship between product diversity and customer buying interest is explained by several previous opinions, according to Jenet (2017)

who says that product diversity has a significant positive effect on buying interest. And according to Eko & William (2016) also states that product diversity also has a positive effect simultaneously influences customer buying interest. However, according to other researchers, product diversity does not have a significant effect on repurchases (Mohamad Hizasalasi 2016) and (Rachmad Hidayat 2009).

According to researchers, attractive product packaging can make a good impression on consumers. Herbal medicine products and medicinal plant powders displayed at the UPT Herbal Materia Medica Laboratory weigh 100 grams in aluminum foil packaging which has a zip-lock at the top of the packaging and contains silica gel inside. This packaging is in accordance with the proper and correct way of storing medicinal plants. .

Most visitors to Herbalmart are private employees and students. Often these consumers buy medicinal plant products weighing more than 100 grams. When purchasing medicinal plant products with a volume of more than 100 grams, the packaging provided is transparent white plastic which is sealed at the top and contains silica gel inside. The use of transparent white plastic is not suitable for storing medicinal plant products because the product can be exposed to sunlight and after the herbal medicine/powder product is opened it must be transferred to another closed container to maintain the cleanliness of the product. This is of course less effective for those who want to get convenience from packaging. the.

UPT Herbal Materia Medica Laboratory in Batu needs to conduct a comparative study regarding product packaging that is suitable for storing medicinal plants with related agencies such as the trade department. This is deemed necessary because the packaging of medicinal plant products is an important factor in an effort to maintain the quality of UPT Herbal Materia Medica Laboratory Batu.

Product prices at UPT Laboratory Herbal Materia Medica Batu

The results of research using the path analysis test showed that the sig. $0.015 < 0.05$, it can be concluded that the price variable influences repurchase interest.

According to Daryanto (2013) price is the amount of money charged for a product or the amount of value that consumers exchange for the benefits of owning or using the product. This means that price is the amount of money that consumers will spend to get the goods or services they want. Consumers will be very sensitive about price because consumers will compare prices with what they get.

Consumers in assessing the price of a product really depend not only on the absolute nominal value but also on their perception of the price. Price has two main roles in the decision-making process of buyers, namely the role of allocation and the role of information (Tjiptono, 2008). Price is the only element of the marketing mix that generates revenue for the company, other elements generate costs. Price is also an element of the mix.

According to Kotler and Armstrong (2008), four indicators that characterize prices are price affordability, price suitability to product quality, price competitiveness, and price suitability to production benefits.

Resti and Soesanto (2016) stated that in marketing price perception is an important factor in creating interest in repurchasing services or products. Acmad & Supriono (2017) stated that the higher the positive value of price perception, the greater the interest in repeat purchases. Ain and Ratnasari (2015) in their research found that the more positive a consumer's attitude is, the consumer's repurchase intention will also increase.

Consumers' perceptions of a price can influence their decision to purchase a product, so companies must be able to provide a good perception of the services or products they will sell (Nofita, 2013). A good perception of a price can influence consumers in purchasing products (Nusarika and Purnami, 2015).

From the results of research conducted by Hussin, et al (2013), the product factor, namely price, is significantly correlated with purchase interest. Similar to research conducted

by Martono and Iriani (2014) which succeeded in proving that price has a significant effect on interest in purchasing Sendang Duwur Lamongan batik products. The results of this research are also in line with the research results of Rizky and Yasin (2014) where price influences buying interest. Research conducted by states that the price variable has a moderate relationship to the repurchase interest variable through consumer satisfaction

According to researchers, herbalmart consumers are satisfied with the pricing policy set by the UPT Herbal Materia Medica Laboratory when viewed from the price indicators mentioned above. Consumers feel that the prices applied are affordable for Herbalmart consumers, most of whose visitors are private employees who are selective about the prices offered.

The influence of price on repurchase intention shows that every change in the set price will have an impact on the consumer's decision to purchase the product. So the UPT Herbal Materia Medica Laboratory needs to pay attention to price evaluation factors by improving what is still lacking and improving what is already good with the aim of increasing consumer buying interest.

Consumer repurchase interest in UPT Laboratory products Herbal Materia Medica Batu

The research results show that the repurchase interest variable shows a positive influence on consumer loyalty, which is indicated by sig. The existing value is $0.000 < 0.05$.

According to Peter & Olson in Oetomo & Nugraheni (2012), repeat purchasing is a purchasing activity carried out more than once or several times. According to Thamrin and Francis (2012), repurchase interest is purchase interest that is based on purchase experiences that have been made in the past. High repurchase interest reflects a high level of satisfaction from consumers when deciding to adopt a product. The decision to adopt or reject a product arises after consumers try the product and then develop feelings of liking or disliking the product. A feeling of liking for a product arises when consumers have the perception that the product they use is of good quality and can meet or even exceed consumer desires and expectations. In other words, the product has high value in the eyes of consumers. This high interest in repurchasing will have a positive impact on the success of the product in the market.

According to Tsai in Puspitasari (2011), repeat purchasing is a consumer's motivational level to repeat purchasing behavior for a product. One of them is shown by the use of a brand for a sustainable product. The satisfaction obtained by a consumer can encourage someone to make repeat purchases, become loyal to the product or loyal to the shop where he bought the item so that the consumer can tell good things to other people.

Indicators of repurchase interest according to Ferdinand (2014) are the tendency to repurchase the product (transactional interest), refer the product to other people (referential interest), interest which describes the behavior of someone who has a primary preference for the product, this preference can only be changed if something happens with their preferred product (preferential interest), and this interest describes the behavior of someone who always looks for information about the product they are interested in and looks for information to support the positive properties of the same product (exploratory interest).

According to Engel et al (2009) in Nih Luh Julianti (2014) buying interest acts as a driving force or as an intrinsic motive which is able to encourage someone to pay attention spontaneously, naturally, easily, without coercion and selectively to one product and then make a decision. buy. This is made possible by conformity with the interests of the individual concerned and giving him pleasure and satisfaction. So it is very clear that buying interest is defined as an attitude of liking which is aimed at the tendency to always buy according to one's pleasure and interests.

Based on previous research conducted by Sartika (2017), it is proven that the repurchase interest variable has a significant effect on consumer loyalty for YOU C 1000 products, where

the higher the consumer's repurchase interest in You C 1000 products, the more consumer loyalty will be created.

According to researchers, consumers' decisions to repurchase products sold at Herbalmart have a positive meaning. The emergence of interest in repurchasing products sold at Herbalmart indicates that consumers have a tendency to continue to choose and use Batu Herbal Materia Medica Laboratory UPT products by making future purchase plans, referencing Herbalmart as a place to get medicinal plant products, and already have previous information about the differentiation of products sold at herbalmart.

To maintain consumer repurchase intention, the Batu Medica Herbal Laboratory UPT needs to pay attention to other factors that can influence consumers' repurchase interest more responsively.

The influence of product diversity and price on repurchase interest and consumer loyalty UPT Laboratorium Herbal Materia Medica Batu

In this research it is known that repurchase interest is a mediating variable of product diversity and product price, this can be seen from the total effect value of the path analysis results of X1 on Z (0.046) > the indirect effect value (0.028) and the total effect value of X2 on Z (0.886) > indirect influence value (0.072).

There is an indirect influence from product diversity through repurchase interest on consumer loyalty, namely direct influence (0.018) < indirect influence (0.027), while product price has a direct influence on consumer loyalty through repurchase interest, namely direct influence (0.814) < indirect effect (0.072).

Customer loyalty is a behavioral encouragement to make repeated purchases and to build customer loyalty towards a product/service produced by the business entity requires a long time through a repeated purchasing process (Gibson, 2005).

A customer is said to be loyal or loyal if the customer shows regular purchasing behavior or there is a condition that requires the customer to buy at least twice within a certain time interval. Efforts to provide satisfaction are made to influence customer attitudes, while the concept of customer loyalty is more related to behavior than attitudes of customers (Griffin, 2005). Customer loyalty is influenced by five factors, namely satisfaction, emotional ties, trust, convenience, and experience gained from the producer (Vanessa Gaffar, 2007).

Through research conducted by Rini (2015) which was carried out at the Surya Baru supermarket in Pati City, it was proven that product diversity can create loyalty from customers by creating a desire to buy again..

In research conducted by Pujiati et al (2016) at Ahvana Collections in Semarang, it was proven that there is an influence between product price on consumer loyalty through repurchase interest. In this research the factors that influence consumer loyalty are brand, advertising, trust and price.

According to researchers, the availability of product diversity and product prices that can be reached by consumers at the Batu Medica Herbal Laboratory UPT can foster a desire to repurchase the same product in the future (transactional interest) and continue to seek information about the goodness of the product (exploratory interest). . In addition, when consumers can truly feel the efficacy and benefits of the product, consumers will actively advise other people around them to buy products they trust in the same place. So that it can bring in other new consumers, this is a form of consumer loyalty. This positive feedback from consumers must be maintained so that the Batu Materia Medica Herbal Laboratory UPT can continue to produce native Indonesian medicinal plant products that are beneficial to the community.

Consumer loyalty is an important factor for the Batu Herbal Materia Medica Laboratory UPT in maintaining its credibility as a government agency that produces and sells native

Indonesian medicinal plant products. To maintain consumer loyalty, the Batu Materia Medica Herbal Laboratory UPT should also conduct follow-up with consumers regarding diversity, product variations, product prices set, and experience purchasing medicinal plant products at UPT Batu Herbal Materia Medica Laboratory.

CONCLUSION

Based on the results of data analysis and research results, the conclusion obtained in this research is that repurchase interest is a mediating variable between product diversity and product price on consumer loyalty. Where there is a direct influence of product price through repurchase interest in consumers. This means that both product diversity and product price are factors that can generate repurchase interest so that they can create loyalty in consumers.

Suggestions that can be given based on the results of this research are that product diversity and product prices have an indirect influence on repurchase interest and consumer loyalty. This provides direction for the UPT Batu Herbal Materia Medica Laboratory to always optimize product diversity and evaluate product prices so that many people can access the products produced by the UPT Batu Herbal Materia Medica Laboratory. Apart from that, it is also necessary to carry out further research that elaborates on the age of consumers and the reasons for purchasing UPT Herbal Materia Medica Batu products, one of which is powdered herbal medicine.

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