FACTORS THAT AFFECT REPURCHASE INTENTION OF SMARTPHONE IN BATAM

LISA YUNITA
NPM: 1541135

Abstract

This study emphasizes the purpose of testing the effect of variable consumer inertia, customer satisfaction, luxury value, product attributes, social influence and the intention of repeated purchases on buyers and owners of smartphone products in Batam. This research was conducted because the development of products, brands and features in smartphone devices are increasingly varied and developing rapidly.

The author issued around 350 questionnaires for this study and obtained 300 returned questionnaires to subsequently submit an application using statistical software to obtain research conclusions in accordance with the initial hypothesis submitted for approval.

The results of this study indicate a significant positive relationship between Consumer Inertia, Customer Satisfaction, Luxury Value, Product Attributes, Social Influence on Repetition of Intention Purchases on smart phone products in Batam.

Key Words: Smartphone, Consumer Inertia, Consumer Satisfaction, Luxury Value, Product Attribute, Social Influence dan Repeat Purchase intention