

**PENGARUH CITRA TOKO DAN *PRODUCT SIGNATURENESS*
TERHADAP MINAT BELI ULANG PRODUK *PRIVATE LABEL*
INDOMART DI KOTA JOMBANG**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh Citra Toko dan *Product signatureness* terhadap Minat Beli ulang Produk Private Label Indomart Jombang Kota. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. populasi pengunjung Indomaret di Kota Jombang dengan sampel penelitian sebanyak 96 orang, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa Citra toko termasuk kategori baik, sehingga citra toko berkontribusi terhadap minat beli ulang produk private label Indomaret di Kota Jombang dan *Product signatureness* termasuk kategori cukup baik, sehingga *Product signatureness* berkontribusi terhadap minat beli ulang produk private label Indomaret di Kota Jombang

***Kata Kunci:* Citra Toko, *Product signatureness* dan Minat Beli ulang**

**EFFECT OF SHOP IMAGE AND PRODUCT SIGNATURENESS ON
PRODUCT RE-INTEREST *PRIVATE LABEL* INDOMART
AT JOMBANG CITY**

ABSTRACT

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This study aims to determine and explain the influence of Store Image and Product *Signatureness* on Repurchase Interest Products Private Label Indomart Jombang. City. The study uses explanatory research methods carried out through data collection in the field. Indomaret visitor population in Jombang city with a study sample of 96 people, data analysis using statistical methods of Multiple Linear Regression and testing of hypotheses and coefficients is terminated. Based on the results of the study showed that the image of the store included in the good category, so the store's image contributed to the interest in repurchasing the product private label Indomaret At Jombang City dan Product signatureness including the category is quite good, so Product signatureness contributes to the interest in repurchasing the product private label Indomaret at Jombang city

Keywords: Store Image, Product Signatureness and Repurchase Interest