

**PENGARUH *VARIATION SEEKING BEHAVIOR* DAN PERSEPSI
HARGA TERHADAP MINAT BELI ULANG EPOSS PIZZA**
(Studi Kasus Pada Konsumen Eposs Pizza di Kota Jombang)

ABSTRAKSI

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Penelitian ini di latar belakang oleh penurunan penjualan Eposs Pizza oleh masyarakat. Penelitian ini dimaksudkan untuk mengetahui dan menganalisis pengaruh *variation seeking behavior* dan persepsi harga terhadap minat beli ulang Eposs Pizza. Populasi dalam penelitian ini adalah konsumen Eposs Pizza dan yang berdomisili di kota Jombang. Sedangkan sampel dalam penelitian ini adalah berjumlah 100 orang yang diambil dengan menggunakan teknik *purposive sampling*. Metode analisis data dalam penelitian ini menggunakan analisis regresi linear berganda. Dari hasil penelitian didapati bahwa variabel *variation seeking behavior* dan persepsi harga terhadap minat beli ulang. Kesimpulan dari penelitian ini adalah semakin tinggi *variation seeking behavior*, maka akan menurunkan minat beli ulang Eposs Pizza dan semakin baik persepsi harga Eposs Pizza, maka akan meningkatkan minat beli ulang Eposs Pizza.

Kata Kunci : *Variation Seeking Behavior*, Persepsi Harga, Minat Beli Ulang

**THE EFFECT OF BEHAVIOR SEEKING VARIATION AND
PRICE PERCEPTION OF EPOSS PIZZA
(Case Study on Eposs Pizza Consumers in Jombang)**

ABSTRACTION

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This study is behind the backdrop of a decline in sales of Eposs Pizza by the public. This study is intended to determine and analyze the effect of variation seeking behavior and price perception on Eposs Pizza's repurchase intention. The population in this study are consumers of Eposs Pizza and those who live in the city of Jombang. While the sample in this study was 100 people taken by using purposive sampling technique. Data analysis method in this study uses multiple linear regression analysis. From the results of the study found that the variable variation seeking behavior and price perception of repurchase intention. The conclusion of this study is the higher variation seeking behavior, it will reduce Eposs Pizza's repurchase intention and the better the perception of Eposs Pizza prices, it will increase repurchase intention. Eposs Pizza.

Keywords: Variation Seeking Behavior, Price Perception, Repurchase Intention