

## **ABSTRAK**

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh Faktor Lokasi, Kelengkapan Produk Dan Harga Terhadap Pembelian Ulang Konsumen Kober Mie Setan Jember. Populasi dalam penelitian ini adalah seluruh konsumen kober mie setan jember dan mengambil 40 orang responden. Teknik pengambilan sampel menggunakan accidental sampling pengumpulan data menggunakan wawancara, kuesioner dan studi pustaka. Analisis yang digunakan adalah analisis regresi linier berganda. Hasil analisis menunjukkan bahwa variabel Lokasi, Kelengkapan Produk Dan Harga terhadap pembelian ulang Kober Mie Setan Jember.

Kata Kunci : Lokasi, Kelengkapan Produk, Harga, dan pembelian ulang

## **ABSTRACT**

The purpose of this research are to know and to analyze the influence factor of Location, Completeness of Products and Prices variables against the Consumers' repeating Purchase of Kober Mie Setan Jember. Population in this research is all consumers of kober mie setan jember and it takes 40 respondents. The sampling technique used in this research is an accidental sampling of data collection using interviews, questionnaires and literature studies. The analysis used in this research is a multiple linear regression analysis. The results of the analysis show that there is an influence factor of Location, Completeness of Products and Prices variables against the Consumers' repeating Purchase of Kober Mie Setan Jember.

Keywords: Location, Completeness of Products And Prices against repeat purchase.