

ABSTRAK

Persaingan yang semakin ketat pada sektor Usaha Mikro, Kecil, dan Menengah (UMKM) makanan ringan menuntut pelaku usaha untuk tidak hanya menarik konsumen baru, tetapi juga mempertahankan konsumen lama melalui pembelian ulang. *Repurchase Buying* menjadi indikator penting keberlanjutan usaha karena mencerminkan kepuasan, kepercayaan, dan loyalitas konsumen. Namun, dalam praktiknya, UMKM masih menghadapi tantangan dalam mengelola inovasi produk, menetapkan harga yang sesuai dengan persepsi konsumen, serta membangun *Word of Mouth* yang positif. Penelitian ini bertujuan untuk menganalisis pengaruh inovasi produk, persepsi harga, dan *Word of Mouth* terhadap *Repurchase Buying* pada UMKM Kripik Dinda di Situbondo. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 100 responden yang merupakan konsumen Kripik Dinda, ditentukan menggunakan rumus Ferdinand. Data dikumpulkan melalui kuesioner dengan skala Likert dan dianalisis menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa inovasi produk, persepsi harga, dan *Word of Mouth* secara parsial maupun simultan berpengaruh signifikan terhadap *Repurchase Buying*. Inovasi produk berperan dalam menciptakan pengalaman baru bagi konsumen, persepsi harga memengaruhi penilaian kewajaran dan nilai produk, sedangkan *Word of Mouth* memperkuat kepercayaan dan keyakinan konsumen untuk melakukan pembelian ulang. Implikasi penelitian ini menunjukkan bahwa UMKM perlu mengelola inovasi produk secara berkelanjutan, menetapkan harga yang sebanding dengan kualitas, serta membangun *Word of Mouth* positif melalui pengalaman konsumen yang memuaskan guna meningkatkan pembelian ulang dan keberlanjutan usaha.

Kata kunci: Inovasi Produk, Persepsi Harga, *Word of Mouth*, *Repurchase Buying*.

ABSTRACT

Increasing competition in the snack food Micro, Small, and Medium Enterprises (MSMEs) sector requires business actors not only to attract new customers but also to retain existing customers through repeat purchases. Repurchase Buying is an important indicator of business sustainability because it reflects customer satisfaction, trust, and loyalty. However, in practice, MSMEs still face challenges in managing product innovation, setting prices that align with consumer price perceptions, and building positive Word of Mouth. This study aims to analyze the effects of product innovation, price perception, and Word of Mouth on Repurchase Buying at Kripik Dinda MSMEs in Situbondo. This research employs a quantitative approach using a survey method. The research sample consists of 100 respondents who are consumers of Kripik Dinda, determined using the Ferdinand formula. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression analysis. The results indicate that product innovation, price perception, and Word of Mouth have significant effects on Repurchase Buying, both partially and simultaneously. Product innovation plays a role in creating new experiences for consumers, price perception influences judgments of price fairness and product value, while Word of Mouth strengthens consumer trust and confidence in making repeat purchases. The implications of this study suggest that MSMEs need to manage product innovation sustainably, set prices that are proportional to product quality, and build positive Word of Mouth through satisfying consumer experiences in order to increase repeat purchases and ensure business sustainability.

Keywords: *Product Innovation, Price Perception, Word of Mouth, Repurchase Buying.*

