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**PENGARUH INOVASI PRODUK DAN PEMASARAN DIGITAL  
TERHADAP NIAT MEMBELI KEMBALI  
(Studi Pada *Followers* Instagram CFC di Indonesia)**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat untuk Memperoleh Gelar Sarjana  
Pendidikan Pada Program Studi Pendidikan Bisnis



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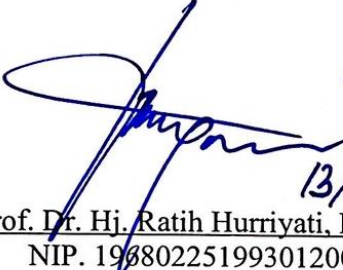
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**TERHADAP NIAT MEMBELI KEMBALI**  
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## ABSTRAK

Eva Fauziah (1804096), “**Pengaruh Inovasi Produk dan Pemasaran Digital terhadap Niat Membeli Kembali (Studi pada *Followers* Instagram CFC di Indonesia)**” dibawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Dr. Bambang Widjajanta, M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh Inovasi Produk dan Pemasaran Digital terhadap Niat Membeli Kembali (studi pada *followers* Instagram CFC di Indonesia). Jenis penelitian yang digunakan dalam penelitian ini yaitu deskriptif dan verifikatif dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Variabel endogen dalam penelitian ini adalah Niat Membeli Kembali (Y), dan Inovasi Produk (X1) dan Pemasaran Digital (X2) sebagai variabel eksogen. Populasi dalam penelitian ini adalah pengikut (*followers*) akun Instagram CFC di Indonesia. Pengambilan sampel dalam penelitian ini menggunakan metode *purposive* terhadap 200 responden. Teknik analisis yang digunakan adalah analisis *Structural Equation Modeling* (SEM) dengan menggunakan alat bantu program IBM SPSS AMOS for Windows. Hasil temuan penelitian ini menunjukkan bahwa gambaran Inovasi Produk dan Pemasaran Digital terhadap Niat Membeli Kembali berada pada kategori cukup tinggi. Inovasi Produk dan Pemasaran Digital memiliki pengaruh yang positif dan signifikan terhadap Niat Membeli Kembali. Hasil dari penelitian ini menunjukkan bahwa penerapan Inovasi Produk dan Pemasaran Digital mendorong Niat Membeli Kembali konsumen CFC di Indonesia. Inovasi Produk dan Pemasaran Digital Digital memiliki pengaruh secara positif dan signifikan terhadap Niat Membeli Kembali konsumen CFC di Indonesia sebesar 71,0% sedangkan sisanya sebesar 29,0% dipengaruhi oleh variabel yang tidak diteliti dalam penelitian ini.

**Kata kunci:** Inovasi Produk, Pemasaran Digital, Niat Membeli Kembali, CFC

## **ABSTRACT**

Eva Fauziah (1804096), "**The Influence of Product Innovation and Digital Marketing on Repurchase Intentions (Study on CFC Instagram Followers in Indonesia)**" under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. and Dr. Bambang Widjajanta, M.M.

This study aims to determine the Effect of Product Innovation and Digital Marketing on Repurchase Intentions (a study on CFC Instagram followers in Indonesia). The type of research used in this research is descriptive and verification by describing and explaining the variables studied and then drawing conclusions. The endogenous variables in this study are Repurchase Intention (Y), and Product Innovation (X1) and Digital Marketing (X2) as exogenous variables. The population in this study are followers of CFC Instagram accounts in Indonesia. Sampling in this study used a purposive method of 200 respondents. The analysis technique used is Structural Equation Modeling (SEM) analysis using the IBM SPSS AMOS for Windows program tool. The findings of this study indicate that the description of Product Innovation and Digital Marketing on Repurchase Intentions is in a fairly high category. Product Innovation and Digital Marketing have a positive and significant influence on Repurchase Intentions. The results of this study show that the application of Product Innovation and Digital Marketing encourages Repurchase Intentions of CFC consumers in Indonesia. Digital Product Innovation and Digital Marketing have a positive and significant influence on CFC consumers' Repurchase Intentions in Indonesia by 71.0%, while the remaining 29.0% is influenced by variables not examined in this study.

**Keywords:** Inovasi Produk, Pemasaran Digital, Niat Membeli Kembali, CFC

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