

ABSTRAK

Skripsi dengan judul “Analisis Hubungan Segmentasi Psikografis, Desain Produk Serta Pembelian Ulang Pada Produk *Nu Green Tea* Terhadap Kepuasan Fans NCT 127 di Tulungagung” ini ditulis oleh Prisilla Rahmawati, NIM. 12405193253, dengan pembimbing Siswahyudianto, M.M.

Penelitian ini dilatarbelakangi oleh persaingan inovasi bisnis sektor minuman semakin memasuki produk siap minum dalam meningkatkan kepuasan konsumen. salah satunya produk *Nu Green Tea* yang diproduksi PT. ABC President Indonesia. Pemilihan produk *Nu Green Tea* berdasarkan fenomena kecintaan masyarakat dari berbagai usia dengan pemikiran minuman berasal dari tumbuhan berkualitas cocok dengan gaya hidup sehat, modern dan dinamis sehingga menambah nilai rasa kepuasan etika mengonsumsi suatu produk. Terdapat beberapa faktor yang diduga berpengaruh terhadap kepuasan fans, yakni segmentasi psikografis, desain produk, serta pembelian ulang.

Penelitian ini bertujuan untuk menganalisis secara bersama-sama hubungan segmentasi psikografis, desain produk serta pembelian ulang pada produk *nu green tea* terhadap kepuasan fans NCT 127 di Tulungagung. Secara parsial hubungan segmentasi psikografis, desain produk serta pembelian ulang pada produk *nu green tea* terhadap kepuasan fans NCT 127 di Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif. Teknik yang dipakai dalam pengambilan sampel adalah *simple random* sampling. Jumlah sampel yang digunakan sebanyak 100 responden menggunakan kuesioner via grup *Whatsapp* berupa pelanggan fans NCT 127 di Tulungagung yang mengonsumsi produk *Nu Green Tea*. Teknik analisis data menggunakan uji instrumen data, uji asumsi klasik, dan uji hipotesis.

Hasil dari penelitian ini menunjukkan bahwa (1) segmentasi psikografis, desain produk, serta pembelian ulang secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan fans NCT 127 dalam mengonsumsi produk *Nu Green Tea* di Tulungagung. (2) segmentasi psikografis, secara parsial berpengaruh positif dan signifikan terhadap kepuasan pelanggan fans NCT 127 dalam mengonsumsi produk *Nu Green Tea* di Tulungagung. (3) desain produk secara parsial berpengaruh positif dan signifikan terhadap kepuasan pelanggan fans NCT 127 dalam mengonsumsi produk *Nu Green Tea* di Tulungagung. (4) pembelian ulang secara parsial berpengaruh positif dan signifikan terhadap kepuasan pelanggan fans NCT 127 dalam mengonsumsi produk *Nu Green Tea* di Tulungagung.

Kata Kunci: Segmentasi Psikografis, Desain Produk, Pembelian Ulang dan Kepuasan Konsumen.

ABSTRACT

This thesis entitled "Analysis of Psychographic Segmentation Relationships, Product Design and Repurchase of *Nu Green Tea* Products on the Satisfaction of NCT 127 Fans in Tulungagung" was written by Prisilla Rahmawati, NIM. 12405193253, with Siswahyudianto, M.M.

This research is motivated by competition for business innovation in the beverage sector, which is increasingly entering ready-to-drink products to increase consumer satisfaction. one of them is the *Nu Green Tea* product produced by PT. ABC President Indonesia. The selection of *Nu Green Tea* products is based on the phenomenon of people's love of all ages with the thought that drinks derived from quality plants are compatible with a healthy, modern and dynamic lifestyle so as to add value to the sense of satisfaction in the ethics of consuming a product. There are several factors thought to influence fan satisfaction, namely psychographic segmentation, product design, and repurchasing.

This purpose to analyze the relationship between psychographic segmentation, product design and repurchasing of *nu green tea* products on the satisfaction of NCT 127 fans in Tulungagung. Partially, there is a relationship between psychographic segmentation, product design and repurchasing of *nu green tea* products on the satisfaction of NCT 127 fans in Tulungagung.

This study uses a quantitative approach. The technique used in sampling is simple random sampling. The number of samples used was 100 respondents using a questionnaire via the Whatsapp group in the form of NCT 127 fans in Tulungagung who consumed *Nu Green Tea* products. Data analysis techniques use data instrument testing, classic assumption testing, and hypothesis testing.

The results of this study indicate that (1) psychographic segmentation, product design, and simultaneous repurchasing have a positive and significant effect on customer satisfaction of NCT 127 fans in consuming *Nu Green Tea* products in Tulungagung. (2) psychographic segmentation, partially has a positive and significant effect on customer satisfaction of NCT 127 fans in consuming *Nu Green Tea* products in Tulungagung. (3) product design partially has a positive and significant effect on customer satisfaction of NCT 127 fans in consuming *Nu Green Tea* products in Tulungagung. (4) partial repurchase has a positive and significant effect on customer satisfaction of NCT 127 fans in consuming *Nu Green Tea* products in Tulungagung.

Keywords: Psychographic Segmentation, Product Design, Repurchase and Customer Satisfaction.