

RINGKASAN

212 Mart adalah salah satu toko retail yang berbasis syariah di Indonesia. 212 Mart didirikan oleh orang-orang yang mengikuti demonstrasi pada 2 Desember 2016 atau bisa disebut juga aksi 212 dan aksi bela Islam III, selama aksi protest ribuan umat muslim di seluruh Indonesia berkumpul di Jakarta untuk menuntut pertanggung jawaban kepada gubernur Jakarta Basuki Tjahya Purnama (Ahok), karena telah melakukan penistaan agama. Sebagai bentuk persaudaraan dan sekaligus untuk meningkatkan perekonomian umat Islam di Indonesia, didirikanlah toko retail syariah 212 Mart. Perbedaan mendasar 212 Mart dengan toko retail lain adalah, 212 Mart tidak menjual barang-barang yang bersifat *subhat* seperti rokok dan minuman keras. Sebelumnya, peneliti telah melakukan penelitian pendahuluan kepada 50 respondent untuk mengetahui seberapa besar pengetahuan respondent tentang 212 Mart dan menemukan data sebanyak 18% respondent tidak mengetahui tentang keberadaan 212 Mart, 26% respondent mengaku mengetahui namun tidak ingin berbelanja di 212 Mart, 40% respondent mengaku mengetahui dan pernah berbelanja di 212 Mart dan hanya sebanyak 10% respondent yang pernah berbelanja di 212 Mart dan ingin berbelanja lagi disana. Berdasarkan penelitian tersebut, dapat disimpulkan bahwa niat beli kembali masyarakat di 212 Mart sangatlah kecil, oleh karena itu penelitian ini dilakukan untuk menganalisis faktor-faktor yang mempengaruhi repurchase intention di 212 Mart, yaitu Attitude (sikap), Subjective Norm (norma subjective), Perceived Behavioural kontrol (kontrol perilaku yang dirasakan) dan Perceived price (Harga yang dirasakan). Metodologi penelitian yang digunakan untuk penelitian ini adalah explanatory (penjelasan) dengan metode penelitian survey. Teknik *convenience sampling* yang berasal dari penelitian ini adalah 97, dari orang-orang yang tinggal di daerah serpong, Tangerang dan pernah berbelanja minimal sekali di 212 Mart. Perangkat lunak statistik SPSS digunakan untuk menganalisa data. Temuan Penelitian ini akan membantu 212 Mart sebagai strategi pemasaran. Keterbatasan penelitian ini adalah saat melakukan penelitian bertepatan dengan adanya pemilihan umum presiden Republik Indonesia, sehingga Respondent takut saat dimintai waktu untuk pengisian questionnaire karena 212 Mart sangat berkaitan dengan gerakan 212 yang di mana gerakan 212 dicurigai sebagai gerakan politik.

Kata Kunci: Niat Beli Kembali, Sikap, Norma Subjective, Kontrol Perilaku yang di Rasakan dan Harga yang di Rasakan

SUMMARY

212 Mart is one of the shari'ah retail stores in Indonesia. 212 Mart was founded by people who took part in the demonstration on 2 December 2016 or it could be called the 212 action and the defense of Islam III, during the protest thousands of Muslims across Indonesia gathered in Jakarta to protest to governor Jakarta Basuki Tjahya Purnama (Ahok), for blasphemy. As the representation of 212 Action that have ever exist in Indonesia and to improve the economy of Muslims, a 212 Mart sharia retail store was established. The fundamental difference of 212 Mart with other retail stores is 212 Mart does not sell subhat items such as cigarettes and liquor. Previously, researchers had conducted a preliminary study of 50 respondents to find out how much the respondent's knowledge about 212 Mart and found the data. 18% of respondents did not know about the existence of 212 Mart, 26% of respondents claimed to know but did not want to shop at 212 Mart, 40% of respondents admitted knowing and shopping at 212 Mart and only 10% of respondents had shopped at 212 Mart and wanted to shop there again. Based on the preliminary research, it can be concluded that the intention of people to repurchase at 212 Mart is very low. Therefore based on the research problem, this research was conducted to analyze the factors that influence repurchase intention at 212 Mart that is Attitude, Subjective Norms, Perceived Behavior control and Perceived price. The research methodology used for this research is explanatory and using survey as research method. The convenience sampling technique that came from this study was 97, from people who lived in the Serpong, Tangerang and had shopped at least once at 212 Mart. The SPSS statistical software is used to analyze data. The findings of this study will help 212 Mart to make a better marketing strategy. The limitations of this study is when conducting the research, the periode of time is the same with the election of the President of Republic Indonesia, so that Respondents were afraid when asked for time to fill out questionnaires because 212 Mart was closely related to the 212 movement in which movement 212 was suspected of being a political movement.

Keywords: Repurchase Intention, Attitude, Subjective Norm, Perceived Behavioural Control and Perceived Price