

Abstract

This study aims to determine how much influence the core product and peripheral product to re-buying interest in Retronomic Boy Shop. Research was conducted based on preliminary observations in the field of information and data directly from the owner Retronomic Boy Shop and found an issue that has been a decline in consumer re-purchase interest rate on Retronomic Boy Shop during the month of August 2009 until December 2010.

The sample used was 100 respondents from a total population of 140 respondents who did not make repeated purchases at Retronomic Boy Shop. Of the 140 questionnaires distributed, 37 respondents did not provide feed back within the allotted time period, and 3 respondents did not answer the questions in the questionnaire clearly. The questionnaire contained open and closed questions.

The data that have met the test of validity, reliability test and classical assumption is processed to produce the regression equation as follows:

$$Y = 0.432 X_1 + 0.357 X_2$$

Y is re-buying interest variable , X_1 is core product variables ,and X_2 is a variable peripheral product.

Keywords:Re-buying interest,core product and peripheral product