ABSTRACT

PT Leoco Indonesia is a manufacturing company engaged in the field of

automotive and electronics. Order system conducted by PT Leoco Indonesia using

the sample products in quantities that are not much in advance to the customer to

see the required specifications.

This study aims to determine the effect of sample products on repurchase

at PT Leoco Indonesia, Delta Silicon Cikarang. Respondents in this research are

all customers of PT Leoco Indonesia. The type of research used is descriptive

quantitative. Samples were taken by using nonprobability sampling technique by

using saturated sampling, that is sampling technique that made the population as

sample as much as 60 respondents. Data analysis technique used is simple linear

regression.

The results of this study indicate that the product samples significantly

influence the repurchase at PT Leoco Indonesia.

Keywords: Sample Product, Repeat Purchase

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