

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