

ABSTRACT

*The research entitled **The Effect of Innovation on Consumer Repurchase Intention (Study on SNIFF.SUPPLY Clothing Business in Bandung)**. This study aims to determine the presence or absence of the influence of innovation on consumer repurchase buying interest in SNIFF.SUPPLY clothing. Through three attributes / dimensions, namely Innovation Attributes, Adaption Risk, Behavior Changes.*

This research is an approach or methodology that uses quantitative analysis or describes problems whose results can be generalized. The research method used in this study is the survey method. Through the technique of collecting data by conducting questionnaires / questionnaires to the people of Bandung who know about SNIFF.SUPPLY clothing as many as 120 respondents.

The independent variable in this study is Innovation (X) with three attributes / dimensions, namely, Innovation Attributes (X1), Adaption Risk (X2), Behavior Changes (X3), and the dependent variable of this study is Repurchase Interest (Y). Data analysis in this study used multiple linear regression analysis.

Based on the results of this study indicate that through the F test basis, the calculated F value of $20.054 > F$ table 2.68 then H_0 is rejected and H_a is accepted, this shows that the dimensions of Innovation Attributes (X1), Adaption Risk (X2), Behavior Changes (X3) Simultaneously or together, it has the same effect on Repurchase Buying Interest (Y). Based on the test of the coefficient of determination it is known that the value (Adjust R square) is 0.324 or 32.4%. This gives the meaning that Innovation Attributes (X1), Adaption Risk (X2), Behavior Changes (X3) affect the Repurchase Interest (Y) by 32.4%, while the remaining 67.6% is influenced by other variables outside the research.

Keyword: Innovation Attributes, Adaption Risk, Behavior Changes, repurchasing interest, Innovation product, Clothing SNIFF.SUPPLY.