

RINGKASAN

Penelitian ini adalah studi analisis marketing, khususnya studi pada pelanggan Go-ride, Gojek Purwokerto. Tujuan dari penelitian ini adalah untuk analisis efek dari kualitas layanan inti, kualitas layanan perifer, promosi penjualan, terhadap minat beli ulang, dengan kepuasan pelanggan sebagai mediator (studi konsumen pada Go-jek Indonesia di Purwokerto). Sampel dalam penelitian ini adalah 200 orang yang telah dipilih dengan menggunakan purposive sampling. Penelitian ini menggunakan metode analisis Structural Equation Modelling. Pengujian hipotesis dengan menggunakan development a model based on theory, development path diagram, path diagram conversion into an equation, assessing the problem identification, evaluation criteria *Goodness-of-fit*, interpretation and Model Modification, dan criteria the testing of hypotheses. Dari beberapa hipotesis menunjukkan bahwa kualitas layanan inti secara tidak langsung berpengaruh terhadap minat beli ulang melalui kepuasan pelanggan, kualitas layanan perifer tidak berpengaruh secara langsung maupun tidak langsung, promosi penjualan berpengaruh secara langsung maupun tidak langsung, dan kepuasan pelanggan mempengaruhi minat pembelian ulang. Temuan ini akan berkontribusi dalam penelitian masa depan sebagai referensi tambahan mengenai pengembangan diskusi dan studi tentang marketing terutama pada studi pelanggan.

Kata Kunci: Kualitas Layanan Inti, Kualitas Layanan Perifer, Promosi Penjualan, Kepuasan Pelanggan, Minat Beli Ulang.

SUMMARY

This research is a marketing analysis study, especially studies on Go-ride customers, Go-jek Purwokerto. The purpose of this study is to analyze the effects of core service quality, peripheral service quality, sales promotion, on repurchase intention, with customer satisfaction as a mediator (consumer studies on Go-jek Indonesia in Purwokerto). The sample in this study were 200 people who had been selected using purposive sampling. This study uses the analysis method of Structural Equation Modeling. Testing hypotheses by using development a model based on theory, development path diagram, path diagram conversion into an equation, assessing the problem identification, evaluation criteria *Goodness-of-fit*, interpretation and Model Modification, and criteria the testing of hypotheses. From several hypotheses, core service quality indirectly affects repurchase intention through customer satisfaction, peripheral service quality has no direct or indirect effect, sales promotion has a direct or indirect effect, and customer satisfaction affects repurchase interest. This finding will contribute to future research as an additional reference regarding the development of discussions and studies on marketing, especially in customer studies.

Keywords: Core Service Quality, Peripheral Service Quality, Sales Promotion, Customer Satisfaction, Repurchase Intention.