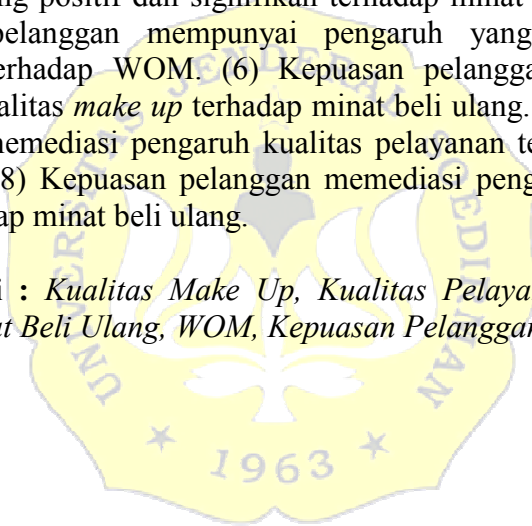


Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas *make up*, kualitas pelayanan dan persepsi harga terhadap minat beli ulang dan kepuasan pelanggan sebagai variabel mediasi. Populasi dalam penelitian ini adalah keseluruhan jumlah konsumen AS *Make Up Artist* Purwokerto. Sampel pada penelitian ini sebanyak 100 responden yang diambil menggunakan metode *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) diolah dengan *software* AMOS menunjukkan bahwa : (1) Kualitas *make up* mempunyai pengaruh yang positif dan signifikan terhadap minat beli ulang. (2) Kualitas pelayanan mempunyai pengaruh yang positif dan signifikan terhadap minat beli ulang. (3) Persepsi harga mempunyai pengaruh yang positif dan signifikan terhadap minat beli ulang. (4) Kepuasan pelanggan mempunyai pengaruh yang positif dan signifikan terhadap minat beli ulang (5) Kepuasan pelanggan mempunyai pengaruh yang positif dan signifikan terhadap WOM. (6) Kepuasan pelanggan memediasi pengaruh kualitas *make up* terhadap minat beli ulang. (7) Kepuasan pelanggan memediasi pengaruh kualitas pelayanan terhadap minat beli ulang. (8) Kepuasan pelanggan memediasi pengaruh persepsi harga terhadap minat beli ulang.

Kata Kunci : *Kualitas Make Up, Kualitas Pelayanan, Persepsi Harga, Minat Beli Ulang, WOM, Kepuasan Pelanggan.*



Abstract

This study aims to analyze the effect of determinants of repurchase interest and willingness of WOM (Word of Mouth) in make up artist services. Respondents in this study were students of the Faculty of Economics and Business at The population in this study is the total number of US Make Up Artist Purwokerto consumers. The sample in this study was 100 respondents who were taken using purposive sampling method.

Based on the results of research conducted using Structural Equation Modeling (SEM) analysis processed with AMOS software, it shows that: (1) Make-up quality has a positive and significant influence on repurchase interest. (2) Service quality has a positive and significant effect on repurchase interest. (3) Price perception has a positive and significant influence on repurchase interest. (4) Customer satisfaction has a positive and significant effect on repurchase interest (5) Customer satisfaction has a positive and significant effect on WOM. (6) Customer satisfaction mediates the effect of make up quality on repurchase intention. (7) Customer satisfaction mediates the effect of service quality on repurchase intention. (8) Customer satisfaction mediates the effect of price perception on repurchase intention.

Keywords: *Make Up Quality, Service Quality, Price Perception, Repurchase Interest, WOM, Customer Satisfaction.*

