

RINGKASAN

Penelitian ini adalah penelitian kuantitatif untuk mengetahui pengaruh dari dimensi *total retail experience* (*Perceived Product Quality, Product Variety and Assortment, Internal Store Environment, Personal Interaction dan Product Price*) terhadap minat beli ulang melalui kepuasan pelanggan sebagai variabel mediasi di BumDes Ujub Desa Srowot Kecamatan Kalibagor Kabupaten Banyumas. Populasi dalam penelitian ini adalah konsumen yang berbelanja di BumDes Ujub Desa Srowot Kecamatan Kalibagor Kabupaten Banyumas Jawa Tengah. Metode sampling dalam penelitian ini adalah *purposive sampling* dengan jumlah responden 120 orang dan menggunakan metode survey dalam pengambilan datanya. Penentuan responden didasarkan pada kriteria: 1) Konsumen yang berbelanja minimal dua kali, 2) konsumen berusia minimal 17 tahun, dan 3) konsumen yang dapat sadar dan dapat berkomunikasi dengan baik.

Penelitian ini menggunakan metode analisis jalur (*path analysis*) untuk menguji hubungan antar variabel bebas terhadap variabel terikat serta untuk menganalisis variabel mediasinya. Berdasarkan hasil penelitian dan analisis data menunjukkan: 1) *perceived product quality* tidak berpengaruh terhadap minat beli ulang, 2) *product variety and assortment* berpengaruh positif terhadap minat beli ulang, 3) *internal store environment* berpengaruh positif terhadap minat beli ulang, 4) *personal interaction* berpengaruh positif terhadap minat beli ulang, 5) *product price* berpengaruh positif terhadap minat beli ulang, 6) kepuasan pelanggan tidak memediasi hubungan antara *perceived product quality* terhadap minat beli ulang, 7) kepuasan pelanggan tidak memediasi hubungan antara *product variety and assortment* terhadap minat beli ulang, 8) kepuasan pelanggan memediasi hubungan antara *internal store environment* terhadap minat beli ulang, 9) kepuasan pelanggan memediasi hubungan antara *personal interaction* terhadap minat beli ulang, dan 10) kepuasan pelanggan memediasi hubungan antara *product price* terhadap minat beli ulang.

Implikasi dari kesimpulan penelitian yang pertama BumDes Ujub dapat menambahkan papan penunjuk barang guna mempermudah pelanggan dalam mencari letak barang yang dicari. Kedua, BumDes Ujub juga dapat memperluas bangunan supaya dapat menambah jenis produk dan ukuran produk yang lebih variatif sehingga dapat memenuhi kebutuhan pelanggan. Ketiga, karyawan BumDes Ujub hendaknya melakukan validasi transaksi (nominal atau jenis barang) setiap transaksi pembelian. Keempat, BumDes Ujub disarankan memberikan diskon untuk barang tertentu, terutama yang mendekati masa kadaluarsa. Kelima, BumDes Ujub disarankan lebih baik lagi dari segi penataan produk sehingga dapat terlihat dengan baik. Keenam, BumDes Ujub juga disarankan tetap mempertahankan kewajaran harga walaupun nanti dilakukan perluasan dan kelengkapan fasilitas lainnya karena kewajaran harga merupakan salah satu komponen penting untuk kepuasan pelanggan BumDes. Ketujuh, pemberian salam dan sapa kepada pelanggan saat pertama kali masuk juga disarankan.

Kata Kunci: Kepuasan Pelanggan, Minat Beli Ulang, *Total Retail Experience*, Mediasi

SUMMARY

This research is a quantitative study to determine the effect of the dimensions of the total retail experience (perceived product quality, product variety and assortment, internal store environment, personal interaction and product price) on repurchase intention through customer satisfaction as a mediating variable in BumDes Ujub, Srowot Village, Kalibagor District, Banyumas Regency. The population in this study were consumers who shopped at BumDes Ujub, Srowot Village, Kalibagor District, Banyumas Regency, Central Java. The sampling method in this study was purposive sampling with 120 respondents and using the survey method in data collection. Determination of respondents is based on criteria: 1) consumers who shop at least twice, 2) consumers aged at least 17 years, and 3) consumers who can be aware and can communicate well.

This study uses the path analysis method to test the relationship between the independent variable and the dependent variable and to analyze the mediation variable. Based on the results of research and data analysis, it shows: 1) perceived product quality has no effect on repurchase interest, 2) product variety and assortment has a positive effect on repurchase interest, 3) internal store environment has a positive effect on repurchase interest, 4) personal interaction has a positive effect on repurchase interest, 5) product price has a positive effect on repurchase interest, 6) customer satisfaction does not mediate the relationship between perceived product quality and repurchase interest, 7) customer satisfaction does not mediate the relationship between product variety and assortment on repurchase intention, 8) customer satisfaction mediates the relationship between internal store environment on repurchase intention, 9) customer satisfaction mediates the relationship between personal interaction on repurchase intention, and 10) customer satisfaction mediates the relationship between product price on repurchase intention.

The implications of the first research conclusion are that BumDes Ujub can add an item signboard to make it easier for customers to find the location of the items they are looking for. Second, BumDes Ujub can also expand the building so that it can add more varied types of products and product sizes so that it can meet customer needs. Third, BumDes Ujub employees should validate transactions (nominal or type of goods) for each purchase transaction. Fourth, BumDes Ujub is advised to provide discounts for certain items, especially those that are approaching expiration. Fifth, BumDes Ujub is advised to do better in terms of product arrangement so that it can be seen properly. Sixth, BumDes Ujub is also advised to maintain the reasonableness of prices even though expansion and other facilities will be carried out later because price reasonableness is one of the important components for BumDes customer satisfaction. Seventh, giving greetings and greetings to customers when they first enter is also recommended.

Keywords: *Customer Satisfaction, Repurchase Intention, Total Retail Experience, Mediation*