

RINGKASAN

Penelitian ini merupakan studi empiris dengan judul “Pengaruh Harga, Kualitas Produk, Kualitas Pelayanan, dan Promosi Terhadap Kepuasan Pelanggan untuk Mendorong Minat Beli Ulang (Studi pada Pelanggan Rumah Makan Ayam Geprek Bae Jl. Muria Purwokerto)”. Penelitian ini bertujuan untuk menguji pengaruh antara variabel harga, kualitas produk, kualitas pelayanan, dan promosi terhadap minat beli ulang melalui kepuasan pelanggan.

Sampel yang digunakan dalam penelitian ini sebanyak 170 responden yang merupakan pelanggan Rumah Makan Ayam Geprek Bae Jl. Muria Purwokerto. Metode *purposive sampling*, digunakan dalam penentuan sampel penelitian ini. Data di analisis menggunakan *Structural Equation Modelling* (SEM). Hasil penelitian ini menunjukkan bahwa harga, kualitas produk, kualitas pelayanan dan promosi berpengaruh positif terhadap minat beli ulang. Harga, kualitas produk, kualitas pelayanan, dan promosi berpengaruh positif terhadap kepuasan pelanggan. Hasil lainnya ditemukan bahwa kepuasan pelanggan memediasi hubungan antara harga, kualitas produk, dan kualitas pelayanan terhadap minat beli ulang. Sedangkan promosi terhadap minat beli ulang berpengaruh langsung terhadap minat beli ulang tanpa dimediasi oleh kepuasan pelanggan.

Kata kunci : harga, kualitas produk, kualitas pelayanan, promosi, kepuasan pelanggan, minat beli ulang.

SUMMARY

The research is an empirical study entitled “ The Influence Price, Product Quality, Service Quality, and Promotion on Customer Satisfaction to encourage Repeat Purchase Intention (Study in Customer Rumah Makan Ayam Geprek Bae Jl. Muria Purwokerto)”. The purpose of this research was to examine influence between price, product quality, service quality, and promotion on repeat purchase intention through customer satisfaction.

The sample in this study is 170 respondents who are customer of Rumah Makan Ayam Geprek Bae Jl. Muria Purwokerto. Purposive Sampling method used in the determination of the sample. Data was analyzed using Equation Structural Modelling (SEM). This result indicate that price, product quality, service quality, and promotion positive affect on repeat purchase intention. While price, product quality, service quality, and promotion positive affect on customer satisfaction. Other result found that customer satisfaction mediates the effect of price, product quality, and service quality on repeat purchase intention. While, promotion directly affect on repeat purchase intention without mediated by customer satisfaction.

Keywords : price, product quality, service quality, promotion, customer satisfaction, repeat purchase intention.