

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan harga terhadap minat beli ulang konsumen dengan kepuasan pelanggan sebagai variabel mediasi. Penelitian ini merupakan penelitian survey. Sampel berjumlah 110 responden ditentukan dengan teknik accidental sampling. Instrument penelitian ini berupa kuesioner. Uji validitas instrument menggunakan korelasi product moment sedangkan uji reliabilitasnya menggunakan Alpha Cronbach. Teknik analisis data menggunakan regresi berganda.

Hasil penelitian menunjukkan 1) kualitas pelayanan terhadap kepuasan pelanggan, 2) harga berpengaruh terhadap kepuasan pelanggan, 3) kualitas pelayanan berpengaruh terhadap minat beli ulang, 4) harga berpengaruh terhadap minat beli ulang, 5) kepuasan pelanggan berpengaruh terhadap minat beli ulang, 6) kepuasan pelanggan berpengaruh dalam memediasi hubungan antara kualitas pelayanan dan minat beli ulang, 7) kepuasan pelanggan berpengaruh dalam memediasi hubungan antara harga dan minat beli ulang.

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

ABSTRACT

The purpose of this research is to test the influences service quality, price, customer satisfaction, and repurchase intention. This study is a survey research. Total sample of 110 respondents is determined by accidental sampling technique. The research instrument was a questionnaire. Test the validity of the instrument using the product moment while the reliability test using Alpha Cronbach. The data analysis technique using multiple regression analysis.

The result showed that 1) service quality has positive influences on customer satisfaction, 2) price has positive influences on customer satisfaction, 3) service quality has positive influences on repurchase intention, 4) price has positive influences on repurchase intention, 5) customer satisfaction has a positive influences on repurchase intention, 6) customer satisfaction has positive influence in mediating service quality and repurchase intention, 7) customer satisfaction has positive influence in mediating price and repurchase intention.

Keyword : service quality, price, customer satisfaction, repurchase intention

