

RINGKASAN

Penelitian ini merupakan studi empiris dengan judul “Peran Kepuasan Konsumen dalam Memediasi Pengaruh Kualitas Produk, Persepsi Harga dan Layanan Purna Jual terhadap Minat” studi pada Vistrand Shoes Purwokerto. Penelitian ini bertujuan untuk menganalisis peran kepuasan konsumen dalam memediasi pengaruh kualitas produk, persepsi harga dan layanan purna jual terhadap minat beli ulang konsumen Vistrand Shoes Purwokerto.

Populasi dalam penelitian ini adalah responden yang bertempat tinggal di Purwokerto yang sudah pernah melakukan pembelian di Vistrand Shoes. Sampel pada penelitian ini sebanyak 78 responden yang diambil menggunakan metode *simple random sampling*.

Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis regresi berganda diolah dengan *software* SPSS menunjukkan bahwa variabel kualitas produk, persepsi harga, dan layanan purna jual berpengaruh positif terhadap minat beli ulang. Sementara itu, variabel kepuasan konsumen berpengaruh positif terhadap minat beli ulang, sedangkan variabel kepuasan konsumen memediasi pengaruh kualitas produk, persepsi harga dan layanan purna jual terhadap minat beli ulang.

Kata kunci: Kualitas Produk, Persepsi Harga, Layanan Purna Jual, Kepuasan Konsumen dan Minat Beli Ulang.

SUMMARY

This research is an empirical study entitled "The Role of Consumer Satisfaction in Mediating the Influence of Product Quality, Price Perception and After Sales Service on Interests" a case study at Vistrand Shoes Purwokerto. This study aims to analyze customer satisfaction in mediating the effect of product quality, perceived price and after-sales service on consumer repurchase interest in Vistrand Shoes Purwokerto.

The population in this study were respondents who live in Purwokerto who have already made purchases at Vistrand Shoes. The sample in this study were 78 respondents who were taken using the simple random sampling method.

Based on the results of research conducted using multiple regression analysis processed with SPSS software, it shows that the variables of product quality, price perception, and after-sales service have a positive effect on repurchase interest. Meanwhile, the consumer satisfaction variable has a positive effect on repurchase interest, while the consumer satisfaction variable mediates the effect of product quality, price perception and after-sales service on repurchase interest.

Keywords: *Product Quality, Price Perception, After Sales Service, Customer Satisfaction and Repurchase Interest.*