

ABSTRAK

PERAN MEDIASI KEPUTUSAN PEMBELIAN PADA PENGARUH HARGA, KUALITAS PRODUK, KUALITAS PELAYANAN, DAN TESTIMONI TERHADAP KEPUASAN KONSUMEN

Studi Kasus pada Konsumen Pengguna *Online Shop* Produk *Fashion* Wanita di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: 1) harga, kualitas produk, kualitas pelayanan, dan testimoni masing-masing berpengaruh pada keputusan pembelian, 2) harga, kualitas produk, kualitas pelayanan, dan testimoni masing-masing berpengaruh pada kepuasan konsumen, 3) keputusan pembelian berpengaruh terhadap kepuasan konsumen, 4) keputusan pembelian memediasi pengaruh harga, kualitas produk, kualitas pelayanan, dan testimoni terhadap kepuasan konsumen pada konsumen pengguna *Online Shop* produk *Fashion* wanita di Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang harga, kualitas produk, kualitas pelayanan, testimoni, keputusan pembelian, dan kepuasan konsumen kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 5.0.

Hasil penelitian menunjukkan: 1) harga dan testimoni masing-masing berpengaruh terhadap keputusan pembelian, sedangkan kualitas produk dan kualitas pelayanan masing-masing tidak berpengaruh terhadap keputusan pembelian, 2) harga dan testimoni masing-masing berpengaruh terhadap kepuasan konsumen, sedangkan kualitas produk dan kualitas pelayanan masing-masing tidak berpengaruh terhadap kepuasan konsumen, 3) keputusan pembelian berpengaruh terhadap kepuasan konsumen, dan 4) keputusan pembelian memediasi pengaruh harga dan testimoni terhadap kepuasan konsumen, sedangkan keputusan pembelian tidak memediasi kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen pengguna *Online Shop* produk *Fashion* wanita di Yogyakarta.

Kata kunci: Harga, Kualitas Produk, Kualitas Pelayanan, Testimoni, Keputusan Pembelian, dan Kepuasan Konsumen.

ABSTRACT

THE ROLE OF PURCHASE DECISIONS IN MEDIATING THE INFLUENCE OF THE PRICE, PRODUCT QUALITY, SERVICES QUALITY, AND TESTIMONY ON CONSUMER SATISFACTION

Case Study Of Consumer Online Shop On Women Fashion Products in Yogyakarta

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The aim of this research is to determine whether: 1) price, product quality, services quality, and testimony influence purchase decisions, 2) price, product quality, services quality, and testimony influence consumer satisfaction, 3) purchase decisions influence consumer satisfaction, 4) purchase decisions mediates the influence of the price, product quality, services quality, and testimony on satisfaction of Online Shop women fashion product users in Yogyakarta. The sampling method used in this research was purposive sampling. The data were obtained by distributing a questionnaire on price, product quality, services quality, testimony, purchase decisions, and consumer satisfaction to 100 respondents. The data analysis technique used in this research was Partial Least Square method using the WarpPLS 5.0.

The result of the research shows that: 1) price and testimony influence the purchase decisions, while product quality and services quality do not influence the purchase decisions, 2) price and testimony influence the consumer satisfaction, while product quality and services quality do not influence the consumer satisfaction, 3) purchase decisions influence the consumer satisfaction, and 4) the purchase decisions mediate the price and testimony on consumer satisfaction, while the purchase decisions does not mediate the product quality and services quality on satisfaction of Online Shop women fashion product users in Yogyakarta.

Keywords: Price, Product Quality, Services Quality, Testimony, Purchase Decisions, and Consumer Satisfaction.