

## ABSTRAK

### **PENGARUH GAYA HIDUP DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG KONSUMEN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI**

Studi Kasus pada JUMBO SIKDANG KOREAN FOODS, Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: 1) kepuasan konsumen memediasi pengaruh gaya hidup terhadap minat beli ulang konsumen, 2) kepuasan konsumen memediasi pengaruh kualitas pelayanan terhadap minat beli ulang konsumen pada JUMBO SIKDANG KOREAN FOODS, Yogyakarta. Teknik Pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang gaya hidup, kualitas pelayanan, kepuasan konsumen, dan minat beli ulang konsumen kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 5.0. Hasil penelitian menunjukkan 1) kepuasan Konsumen memediasi pengaruh gaya hidup terhadap minat belin ulang konsumen 2) kepuasan konsumen tidak memediasi pengaruh kualitas pelayanan terhadap minat beli ulang konsumen pada JUMBO SIKDANG KOREAN FOODS, Yogyakarta.

Kata kunci: Gaya Hidup, Kualitas Pelayanan, Kepuasan Konsumen, Minat Beli Ulang Konsumen

**ABSTRACT**

**THE INFLUENCE OF LIFESTYLE AND SERVICE QUALITY ON  
CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS  
MEDIATING VARIABLE**

A case study on JUMBO SIKDANG KOREAN FOODS, Yogyakarta

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The aim of study is to determine whether: 1) customer satisfaction mediates the lifestyle influence on customer loyalty. 2) customer satisfaction mediates the service quality influence on customer loyalty at JUMBO SIKDANG KOREAN FOODS, Yogyakarta. The purposive sampling was used as the sampling technique. The data were obtained by distributing questionnaires on lifestyle, service quality, customer satisfaction, and customer loyalty to 100 respondents. The data analysis technique used in this research was Partial Least Square method using the WarpPLS 5.0. The result shows that 1) customer satisfaction mediated the lifestyle influence on customer loyalty. 2) customer satisfaction did not mediate the service quality influence on customer loyalty at JUMBO SIKDANG KOREAN FOODS, Yogyakarta.

Keywords: Lifestyle, Service Quality, Customer Satisfaction, Customer Loyalty.