

ABSTRAK

PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP MINAT BELI ULANG KONSUMEN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI

Studi pada Mahasiswa Pengguna *Smartphone* Xiaomi
di Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: 1) Harga berpengaruh terhadap kepuasan konsumen, 2) Kualitas produk berpengaruh terhadap kepuasan konsumen, 3) Harga berpengaruh terhadap minat beli ulang konsumen, 4) Kualitas produk berpengaruh terhadap minat beli ulang konsumen, 5) Kepuasan konsumen berpengaruh terhadap minat beli ulang konsumen, 6) Kepuasan konsumen memediasi pengaruh harga terhadap minat beli ulang konsumen, 7) Kepuasan konsumen memediasi pengaruh kualitas produk terhadap minat beli ulang konsumen pada produk *smartphone* Xiaomi. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 134 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi Warp PLS 6.0. Hasil penelitian ini menunjukkan bahwa: 1) Harga berpengaruh positif terhadap kepuasan konsumen, 2) Kualitas produk berpengaruh positif terhadap kepuasan konsumen, 3) Harga tidak berpengaruh positif terhadap minat beli ulang konsumen, 4) Kualitas produk berpengaruh positif terhadap minat beli ulang konsumen, 5) Kepuasan konsumen berpengaruh positif terhadap minat beli ulang konsumen, 6) Kepuasan konsumen memediasi pengaruh harga terhadap minat beli ulang konsumen, 7) Kepuasan konsumen memediasi pengaruh kualitas produk terhadap minat beli ulang konsumen.

Kata Kunci: Harga, Kualitas Produk, Kepuasan Konsumen, dan Minat Beli Ulang Konsumen

ABSTRACT**THE INFLUENCE OF PRICE AND PRODUCTS QUALITY TOWARDS
REPURCHASE INTEREST WITH CUSTOMER SATISFACTION AS
MEDIATING VARIABLE**

Study of Xiaomi Smartphone User Students at Sanata Dharma University Yogyakarta

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This study aims to find out whether: 1) Price has an influence on consumer satisfaction, 2) Product quality has an influence on consumer satisfaction, 3) Price has an influence on consumers' repurchase interest, 4) Product quality has an influence on consumers' repurchase interest, 5) Influential consumer satisfaction towards consumers' repurchase interest, 6) Consumer satisfaction mediates the influence of prices on consumers' repurchase interests, 7) Consumer satisfaction mediates the influence of product quality on consumers' repurchase interest in Xiaomi smartphone products. The sampling technique uses purposive sampling. Data was obtained by distributing questionnaires to 134 respondents. The data analysis technique in this study is Partial Least Square using the Warp PLS 6.0 application. The results of this study indicate that: 1) Price had a positive influence on consumer satisfaction, 2) Product quality had a positive influence on consumer satisfaction, 3) Price did not have a positive influence on consumers' repurchase interest, 4) Product quality had a positive influence on consumers' repurchase interest, 5) Consumer satisfaction had a positive influence on consumers' repurchase interest, 6) Consumer satisfaction mediated the influence of prices on consumers' repurchase interests, 7) Consumer satisfaction mediated the influence of product quality on consumers' repurchase interest.

Keywords: Price, Product Quality, Consumer Satisfaction, and Consumer Repurchase Interest.