

ABSTRAK**PENGARUH STRATEGI *RETAIL MIX* TERHADAP MINAT BELI ULANG
KONSUMEN MIROTA KAMPUS DENGAN KEPUASAN KONSUMEN
SEBAGAI VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui apakah (1) produk berpengaruh positif terhadap kepuasan konsumen, (2) harga berpengaruh positif terhadap kepuasan konsumen, (3) lokasi berpengaruh positif terhadap kepuasan konsumen, (4) promosi berpengaruh positif terhadap kepuasan konsumen, (5) presentasi berpengaruh positif terhadap kepuasan konsumen, (6) pelayanan berpengaruh positif terhadap kepuasan konsumen, (7) kepuasan konsumen berpengaruh positif terhadap minat beli ulang, (8) kepuasan konsumen memediasi pengaruh produk terhadap minat beli ulang, (9) kepuasan konsumen memediasi pengaruh harga terhadap minat beli ulang, (10) kepuasan konsumen memediasi pengaruh lokasi terhadap minat beli ulang, (11) kepuasan konsumen memediasi pengaruh promosi terhadap minat beli ulang, (12) kepuasan konsumen memediasi pengaruh presentasi terhadap minat beli ulang, (13) kepuasan konsumen memediasi pengaruh pelayanan terhadap minat beli ulang. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara *online* tentang produk, harga, lokasi, promosi, presentasi, pelayanan, kepuasan konsumen dan minat beli ulang kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* dan menggunakan aplikasi *SmartPLS 3.2.8*. Hasil penelitian ini menunjukkan bahwa: (1) produk berpengaruh positif terhadap kepuasan konsumen, (2) harga berpengaruh positif terhadap kepuasan konsumen, (3) lokasi berpengaruh positif terhadap kepuasan konsumen, (4) promosi tidak berpengaruh positif terhadap kepuasan konsumen, (5) presentasi berpengaruh positif terhadap kepuasan konsumen, (6) pelayanan berpengaruh positif terhadap kepuasan konsumen, (7) kepuasan konsumen berpengaruh positif terhadap minat beli ulang, (8) kepuasan konsumen memediasi pengaruh produk terhadap minat beli ulang, (9) kepuasan konsumen memediasi pengaruh harga terhadap minat beli ulang, (10) kepuasan konsumen memediasi pengaruh lokasi terhadap minat beli ulang, (11) kepuasan konsumen tidak memediasi pengaruh promosi terhadap minat beli ulang, (12) kepuasan konsumen memediasi pengaruh presentasi terhadap minat beli ulang, (13) kepuasan konsumen memediasi pengaruh pelayanan terhadap minat beli ulang.

Kata Kunci : Produk, Harga, Lokasi, Promosi, Presentasi, Pelayanan, Kepuasan Konsumen, dan Minat beli Ulang.

ABSTRACT**THE INFLUENCE OF RETAIL MIX STRATEGY TOWARDS REPURCHASE INTEREST WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE**

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This research aims to find out whether (1) product has a positive influence on customer satisfaction, (2) price has a positive influence on customer satisfaction, (3) location has a positive influence on customer satisfaction, 4) promotion has a positive influence on customer satisfaction, (5) presentation has a positive influence on customer satisfaction, (6) service has a positive influence on customer satisfaction, (7) customer satisfaction has a positive influence on repurchase interest, (8) customer satisfaction mediates the influence of products on repurchase interest, (9) customer satisfaction mediates the influence of prices on repurchase interest, (10) customer satisfaction mediates the influence of location on repurchase interest, (11) customer satisfaction mediates the influence of promotion on repurchase interest, (12) customer satisfaction mediates the influence presentation on repurchase interest, (13) customer satisfaction mediates the influence of service on repurchase interest. The sampling technique used purposive sampling. Data was obtained by distributed online questionnaires about products, prices, locations, promotions, presentations, services, customer satisfactions and repurchase interest to 100 respondents. The data analysis technique in this study is Partial Least Square and uses the SmartPLS 3.2.8 application. The results of this research indicate that: (1) product had a positive influence on customer satisfaction, (2) price had a positive influence on customer satisfaction, (3) location had a positive influence on customer satisfaction, 4) promotion did not have a positive influence on customer satisfaction, (5) presentation had positive influence on customer satisfaction, (6) service had a positive influence on customer satisfaction, (7) customer satisfaction had a positive influence on repurchase interest, (8) customer satisfaction mediated the influence of products on repurchase interest, (9) customer satisfaction mediated the influence of price on repurchase interest, (10) customer satisfaction mediated the influence of location on repurchase interest, (11) customer satisfaction did not mediated the influence of promotion on repurchase interest, (12) customer satisfaction mediated the influence of presentation on repurchase interest, (13) customer satisfaction mediated the influence of service on repurchase interest.

Keywords: Product, Price, Location, Promotion, Presentation, Service, Customer Satisfaction, and Repurchase Interest.