

ABSTRAK

PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP MINAT BELI ULANG YANG DI MEDIASI OLEH KEPUASAN KONSUMEN

Studi kasus pada Konsumen Nature Republic Aloe Vera
92% Soothing Gel

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Penelitian ini bertujuan untuk mengetahui apakah : (1) kualitas produk berpengaruh terhadap minat beli ulang, (2) harga berpengaruh terhadap minat beli ulang, (3) kualitas produk berpengaruh terhadap kepuasan konsumen, (4) kualitas produk berpengaruh terhadap kepuasan konsumen, (5) kepuasan konsumen berpengaruh terhadap minat beli ulang, (6) kepuasan konsumen memediasi pengaruh kualitas produk terhadap minat beli ulang, dan (7) kepuasan konsumen memediasi pengaruh harga terhadap minat beli ulang. Teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan *sampling purposive*. Data diperoleh dengan menyebarkan kuesioner berbentuk *foogle form* tentang kualitas produk, harga, minat beli ulang dan kepuasan konsumen kepada 156 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 7.0. Hasil penelitian ini menunjukkan bahwa: (1) Kualitas produk tidak berpengaruh terhadap minat beli ulang, (2) Harga tidak berpengaruh terhadap minat beli ulang, (3) Kualitas produk berpengaruh terhadap kepuasan konsumen, (4) Harga berpengaruh terhadap kepuasan konsumen, (5) Kepuasan konsumen berpengaruh terhadap minat beli ulang, (6) Kepuasan konsumen memediasi penuh pengaruh kualitas produk terhadap minat beli ulang, (7) Kepuasan konsumen memediasi penuh pengaruh harga terhadap minat beli ulang.

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

ABSTRACT

THE INFLUENCE OF PRODUCTS QUALITY AND PRICE TOWARDS REPURCHASE INTEREST MEDIATED BY CUSTOMER SATISFACTION

A Case Study on Nature Republic Aloe Vera
92% Soothing Gel

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This study aims to find out whether: (1) Product quality has an influence on repurchase interest, (2) Price has an influence on repurchase interest, (3) Product quality has an influence on consumer satisfaction, (4) Price has an influence on consumer satisfaction, (5) influential consumer satisfaction towards consumers repurchase interest, (6) Consumer satisfaction mediates the influence of product quality on repurchase interest, (7) Consumer satisfaction mediates the influence of price on repurchase interest. The sampling technique use *non probability sampling by sampling purposive*. Data was obtained by distributing a google form questionnaire about product quality, price, repurchase interest, and consumer satisfaction. The data analysis technique in this study is Partial Least Square using the WarpPls 7.0 application. The result of this study indicate that: (1) Product quality did not have an influence on repurchase interest, (2) Price did not have an influence on repurchase interest, (3) Product quality had an influence on consumer satisfaction, (4) Price had an influence on consumer satisfaction, (5) Consumer satisfaction had an influence on repurchase interest, (6) Consumer satisfaction mediates the influence of product quality on repurchase interest, (7) Consumer satisfaction mediates the influence of price on repurchase interest.

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

