

## ABSTRAK

### KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI ATAS HARGA, PROMOSI DAN KUALITAS LAYANAN TERHADAP MINAT BELI ULANG

Studi pada Konsumen Manna Kampus (Mirota Kampus)  
di Daerah Istimewa Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah : (1) kepuasan konsumen memediasi pengaruh harga terhadap minat beli ulang, (2) kepuasan konsumen memediasi pengaruh promosi terhadap minat beli ulang, (3) kepuasan konsumen memediasi pengaruh kualitas layanan terhadap minat beli ulang. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner *online* kepada 100 responden. Teknik analisis data menggunakan *Partial Least Square* dan menggunakan WarpPLS 6.0. Hasil penelitian ini menunjukkan bahwa : (1) Kepuasan konsumen memediasi pengaruh harga terhadap minat beli ulang konsumen, (2) Kepuasan konsumen tidak memediasi pengaruh promosi terhadap minat beli ulang konsumen, (3) Kepuasan konsumen tidak memediasi pengaruh kualitas layanan terhadap minat beli ulang konsumen.

Kata kunci : Harga, Promosi, Kualitas Layanan, Kepuasan Konsumen, Minat Beli Ulang

**ABSTRACT**

**CUSTOMER SATISFACTION AS A MEDIATING VARIABLE OF PRICE,  
PROMOTION, AND SERVICE QUALITY TOWARDS REPURCHASE  
INTEREST**

Study of Customer Manna Kampus (Mirota Kampus)  
on Yogyakarta Special Region

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This study aims to find out whether : (1) Customer satisfaction mediates the influence of price on repurchase interest, (2) Customer satisfaction mediates the influence of promotion on repurchase interest, (3) Customer satisfaction mediates the influence of service quality on repurchase interest. The sampling technique used purposive sampling. Data was obtained by distributing online questionnaires to 100 respondents. Data analysis technique using Partial Least Square and using WarpPLS 6.0. The results of this study indicate that : (1) Customer satisfaction mediated the influence of price towards repurchase interest, (2) Customer satisfaction did not mediate the influence of promotion towards repurchase interest, (3) Customer satisfaction did not mediate the influence of service quality towards repurchase interest.

Keywords : price, promotion, service quality, customer satisfaction, repurchase interest