

ABSTRAK
PENGARUH KELENGKAPAN PRODUK, HARGA DAN LOKASI
TERHADAP MINAT BELI ULANG DENGAN KEPUASAN KONSUMEN
SEBAGAI VARIABEL MEDIASI
Studi Kasus pada Indomaret Pringgodani

Agata Sriyuni Astuti
Universitas Sanata Dharma
Yogyakarta
2022

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kelengkapan produk terhadap minat beli ulang, (2) pengaruh harga terhadap minat beli ulang, (3) pengaruh lokasi terhadap minat beli ulang, (4) pengaruh kelengkapan produk terhadap kepuasan konsumen, (5) pengaruh harga terhadap kepuasan konsumen, (6) pengaruh lokasi terhadap kepuasan konsumen, (7) pengaruh kepuasan konsumen terhadap minat beli ulang, (8) pengaruh kelengkapan produk terhadap minat beli ulang melalui kepuasan konsumen, (9) pengaruh harga terhadap minat beli ulang melalui kepuasan konsumen, (10) pengaruh lokasi terhadap minat beli ulang melalui kepuasan konsumen. Teknik pengambilan sampel menggunakan *Accidental sampling*. Data diperoleh dengan membagikan kuesioner tentang kelengkapan produk, harga, lokasi, minat beli ulang dan kepuasan konsumen kepada 100 responden. Analisis data menggunakan *Partial Least Square* dan menggunakan *WarpPLS 7.0*. Hasil penelitian menunjukkan bahwa: (1) kelengkapan produk tidak berpengaruh terhadap minat beli ulang, (2) Harga berpengaruh terhadap minat beli ulang, (3) Lokasi berpengaruh terhadap minat beli ulang, (4) kelengkapan produk berpengaruh terhadap kepuasan konsumen, (5) harga berpengaruh terhadap kepuasan konsumen, (6) lokasi berpengaruh terhadap kepuasan konsumen, (7) kepuasan konsumen berpengaruh terhadap minat beli ulang, (8) kepuasan konsumen memediasi penuh pengaruh variabel kelengkapan produk terhadap minat beli ulang, (9) kepuasan konsumen memediasi sebagian pengaruh variabel harga terhadap minat beli ulang, (10) kepuasan konsumen memediasi sebagian pengaruh variabel lokasi terhadap minat beli ulang.

Kata Kunci: Kelengkapan Produk, Harga, Lokasi, Minat Beli Ulang, Kepuasan Konsumen.

ABSTRACT
THE EFFECT OF PRODUCT COMPLETENESS, PRICE AND
LOCATION ON REPURCHASING INTEREST WITH CONSUMER
SATISFACTION AS A MEDIATION VARIABLE

A study a Indomaret Pringgodani

Agata Sriyuni Astuti
Sanata Dharma University
Yogyakarta
2022

This study aims to determine: (1) the effect of product completeness on repurchase interest, (2) the effect of price on repurchase interest, (3) the effect of location on repurchase interest, (4) the effect of product completeness on consumer satisfaction, (5) the effect of price on consumer satisfaction, (6) the effect of location on consumer satisfaction, (7) the effect of consumer satisfaction on repurchase interest, (8) the effect of product completeness on repurchase interest through consumer satisfaction, (9) the effect of price on repurchase interest through customer satisfaction, (10) the effect of location on repurchase intention through consumer satisfaction. The sampling technique used accidental sampling. Data were obtained by distributing questionnaires about product completeness, price, location, repurchase interest and consumer satisfaction to 100 respondents. Data analysis using Partial Least Square and using WarpPLS 7.0. The results showed that: (1) product completeness had no effect on repurchase intention, (2) price had a effect on repurchase interest, (3) location had a effect on repurchase interest, (4) product completeness had a effect on consumer satisfaction, (5) price has a effect on consumer satisfaction, (6) location has a effect on consumer satisfaction, (7) consumer satisfaction has effect on repurchase intention, (8) consumer satisfaction mediates full effect of product completeness variable on repurchase intention, (9) consumer satisfaction partially mediates the effect of price variable on repurchase intention, (10) consumer satisfaction partially mediates the influence of location variable on repurchase intention.

Keywords: Product Completeness, Price, Location, Repurchase Interest, Satisfaction Consumer.