

ABSTRAK
ANALISIS PENGARUH *STORE LAYOUT* DAN *STORE DESIGN*
TERHADAP MINAT BELI ULANG DENGAN KEPUASAN PELANGGAN
SEBAGAI VARIABEL MEDIASI
(Studi Pada Pelanggan Sindy's Swalayan A. Yani Palangka Raya)

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *store layout* terhadap minat beli ulang, (2) pengaruh *store design* terhadap minat beli ulang, (3) pengaruh *store layout* terhadap kepuasan pelanggan, (4) pengaruh *store design* terhadap kepuasan pelanggan, (5) pengaruh *store layout* terhadap minat beli ulang yang dimediasi oleh kepuasan pelanggan, (6) pengaruh *store design* terhadap minat beli ulang yang dimediasi oleh kepuasan pelanggan. Populasi yang digunakan dalam penelitian ini adalah pelanggan Sindy's Swalayan A. Yani Palangka Raya. Penelitian ini menggunakan teknik *purposive sampling* dengan mengambil sampel 100 pelanggan Sindy's Swalayan A. Yani Palangka Raya yang pernah berbelanja minimal 2 kali. Teknik analisis data dalam penelitian ini menggunakan statistik deskriptif dan *partial least square* (PLS) yang menggunakan aplikasi WarpPLS 6.0 untuk mengolah data. Hasil penelitian ini adalah: (1) *store layout* tidak berpengaruh terhadap minat beli ulang, (2) *store design* berpengaruh terhadap minat beli ulang, (3) *store layout* berpengaruh terhadap kepuasan pelanggan, (4) *store design* berpengaruh terhadap kepuasan pelanggan, (5) Kepuasan pelanggan tidak memediasi pengaruh *store layout* terhadap minat beli ulang, (6) Kepuasan pelanggan memediasi sebagian pengaruh *store design* terhadap minat beli ulang.

Kata Kunci: *Store Layout*, *Store Design*, Minat Beli Ulang, Kepuasan Pelanggan

ABSTRACT
ANALYSIS OF THE INFLUENCE OF STORE LAYOUT AND STORE
DESIGN ON REPURCHASE INTENTION WITH CUSTOMER
SATISFACTION AS A MEDIATION VARIABLE
(A Study on Sedy's Swalayan A. Yani Palangka Raya)

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This study aims to determine: (1) the influence of store layout on repurchase intention, (2) the influence of store design on repurchase intention, (3) the influence of store layout on customer satisfaction, (4) the influence of store design on customer satisfaction, (5) the influence of store layout on repurchase intention mediated by customer satisfaction, (6) the influence of store design on repurchase intention mediated by customer satisfaction. The population used in this study were customers of Sedy's Supermarket A. Yani Palangka Raya. This study uses a purposive sampling technique by taking a sample of 100 Sedy's Swalayan A. Yani Palangka Raya customers who have shopped at least 2 times. The data analysis technique in this study used descriptive statistics and partial least squares (PLS) which used the WarpPLS 6.0 application to process the data. The results of this study are: (1) store layout has no effect on repurchase intention, (2) store design affects repurchase intention, (3) store layout affects customer satisfaction, (4) store design affects customer satisfaction, (5) customer satisfaction do not mediate the effect of store layout on customer intention, (6) customer satisfaction partial mediates the effect of store design on repurchase.

Keywords: Store Layout, Store Design, Repurchase Intention, Customer Satisfaction