

ABSTRAK

PENGARUH PROMO DISKON, *BRAND AMBASSADOR* DAN KUALITAS PRODUK TERHADAP MINAT BELI ULANG MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI

Studi pada Pelanggan Eiger Adventure di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh promo diskon terhadap minat beli ulang konsumen pada produk Tropical Adventure Eiger di kota Yogyakarta melalui kepuasan sebagai variabel mediasi. 2) pengaruh *brand ambassador* terhadap minat beli ulang konsumen pada produk Tropical Adventure Eiger di Kota Yogyakarta melalui kepuasan sebagai variabel mediasi. 3) pengaruh kualitas produk terhadap minat beli ulang konsumen pada produk Tropical Adventure Eiger di Kota Yogyakarta melalui kepuasan sebagai variabel mediasi. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan *purposive sampling*, data diperoleh dari kuesioner yang disebarakan dengan bentuk *google form* yang disebarakan kepada 96 responden yang sudah pernah membeli dan menggunakan produk Eiger Adventure dan berdomisili di wilayah Yogyakarta. Teknik analisis yang digunakan dalam penelitian ini adalah (*Partial Least Square*) PLS menggunakan *SmartPLS* 3.0. Hasil penelitian ini menunjukkan bahwa: 1) Kepuasan pelanggan memediasi penuh pengaruh promo diskon terhadap minat beli ulang produk Eiger Adventure. 2) Kepuasan pelanggan tidak memediasi pengaruh *brand ambassador* terhadap minat beli ulang produk Eiger Adventure. 3) Kepuasan pelanggan memediasi penuh pengaruh kualitas produk terhadap minat beli ulang produk Eiger Adventure.

Kata kunci: Promo diskon, Brand Ambassador, Kualitas Produk, Minat beli Ulang, Kepuasan Pelanggan.

ABSTRACT

**THE EFFECT OF DISCOUNT PROMOTION, BRAND AMBASSADOR
AND PRODUCT QUALITY ON REPURCHASE INTEREST THROUGH
CUSTOMER SATISFACTION AS A MEDIATION VARIABLE**

Study on Eiger Adventure Customer in the Special Region of Yogyakarta

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This study aims to determine: 1) the effect of discount promos on consumer repurchase interest in Tropical Adventure Eiger products in the city of Yogyakarta through satisfaction as a mediating variable. 2) the effect of brand ambassadors on consumer repurchase intention on Tropical Adventure Eiger products in the City of Yogyakarta through satisfaction as a mediating variable. 3) the effect of product quality on consumer repurchase intention on Tropical Adventure Eiger products in Yogyakarta City through satisfaction as a mediating variable. The sampling technique used a non-probability sampling technique with purposive sampling. The data was obtained from a questionnaire distributed using a Google form which was distributed to 96 respondents who had purchased and used Eiger Adventure products and are domiciled in the Yogyakarta area. The analysis technique used in this study is PLS (Partial Least Square) using SmartPLS 3.0. The results of this study indicate that: 1) Customer satisfaction fully mediates the effect of promo discounts on repurchasing intention of Eiger Adventure products. 2) Customer satisfaction does not mediate the influence of brand ambassadors on the intention to repurchase Eiger Adventure products. 3) Customer satisfaction fully mediates the influence of product quality on interest in repurchasing Eiger Adventure products.

Keyword: Discount promo, Brand Ambassador, Product Quality, Repurchase Interest, Customer Satisfaction.