

**ABSTRAK**

**PENGARUH KUALITAS PRODUK, PROMOSI, DAN HARGA TERHADAP  
KEPUTUSAN PEMBELIAN ULANG PADA PELANGGAN BODY LOTION  
SCARLETT DIMEDIASI OLEH KEPUASAN PELANGGAN**

Studi pada pelanggan *Body Lotion* Scarlett di DIY

Yosefina Laurdesia Pakung

Universitas Sanata Dharma

Yogyakarta

2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh Kualitas produk terhadap keputusan pembelian ulang dengan kepuasan pelanggan sebagai variabel mediasi pada pelanggan *Body lotion* scarlett Whitening di DIY, (2) pengaruh promosi terhadap keputusan pembelian ulang dengan kepuasan pelanggan sebagai variabel mediasi pada pelanggan *Body lotion* scarlett Whitening di DIY, (3) pengaruh harga terhadap keputusan pembelian dengan kepuasan sebagai variabel mediasi pada pelanggan *Body lotion* scarlett Whitening di DIY. Teknik pengambilan sampel menggunakan *non purposive sampling*. Data diperoleh dengan membagikan kuesioner *Online* kepada 96 responden membeli dan menggunakan *body lotion* scarlett minimal 2 kali. Teknik analisis data menggunakan *Partial Least Square* dan menggunakan WarpPLS 7.0. Hasil yang diperoleh menunjukkan bahwa: (1) kualitas produk berpengaruh positif terhadap keputusan pembelian ulang dengan dimediasi Sebagian (*partial mediation*) oleh kepuasan pelanggan, (2) promosi tidak berpengaruh positif terhadap keputusan pembelian ulang dengan dimediasi oleh kepuasan pelanggan, (3) harga tidak berpengaruh positif terhadap keputusan pembelian ulang dengan dimediasi oleh kepuasan pelanggan.

Kata kunci: Kualitas Produk, Promosi, Harga, Keputusan Pembelian Ulang, Dan  
Kepuasan Pelanggan.

**ABSTRACT**

***THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, AND PRICE ON  
REPURCHASE DECISIONS OF SCARLETT BODY LOTION CUSTOMERS  
MEDIATED BY CUSTOMER SATISFACTION***

*Study on customers of Scarlett's Body Lotion in DIY*

Yosefina Laurdesia Pakung

Sanata Dharma University

Yogyakarta

2023

*This study aims to determine: (1) the effect of product quality on repurchase decisions with customer satisfaction as a mediating variable on Body lotion scarlett Whitening customers in DIY, (2) the effect of promotion on repurchase decisions with customer satisfaction as a mediating variable on Body lotion customers scarlett Whitening in DIY, (3) the effect of price on purchasing decisions with satisfaction as a mediating variable on customers of Body lotion scarlett Whitening in DIY. The sampling technique used non purposive sampling. Data was obtained by distributing online questionnaires to 96 respondents buying and using scarlett body lotion at least 2 times. Data analysis technique uses Partial Least Square and uses WarpPLS 7.0. The results obtained show that: (1) product quality has a positive effect on repurchase decisions mediated in part (partial mediation) by customer satisfaction, (2) promotion has no positive effect on repurchase decisions mediated by customer satisfaction, (3) price is not positive effect on repurchase decisions mediated by customer satisfaction.*

*Keywords: Product Quality, Promotion, Price, Repurchase Decision, And  
Customer Satisfaction*