

ABSTRAK

PENGARUH HARGA, PROMOSI PENJUALAN DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG DENGAN DI MEDIASI OLEH KEPUASAN PENGGUNA SHOPEEFOOD

Studi pada Mahasiswa Perantauan Pengguna ShopeeFood di Kabupaten Sleman

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga terhadap minat beli ulang, (2) pengaruh promosi penjualan terhadap minat beli ulang, (3) pengaruh kualitas pelayanan terhadap minat beli ulang, (4) pengaruh kepuasan pengguna terhadap minat beli ulang, (5) pengaruh harga terhadap minat beli ulang dengan kepuasan pengguna sebagai variabel mediasi, (6) pengaruh promosi penjualan terhadap minat beli ulang dengan kepuasan pengguna sebagai variabel mediasi, (7) pengaruh kualitas pelayanan dengan kepuasan pengguna sebagai variabel mediasi. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner *online* menggunakan *Google Form* tentang harga, promosi penjualan kualitas pelayanan, minat beli ulang dan kepuasan pengguna kepada 96 responden. Analisis data menggunakan *Partial Least Square* dan menggunakan *SmartPLS 3*. Hasil penelitian menunjukkan bahwa: (1) harga tidak berpengaruh terhadap minat beli ulang, (2) promosi penjualan berpengaruh terhadap minat beli ulang, (3) kualitas pelayanan berpengaruh terhadap minat beli ulang, (4) kepuasan pengguna berpengaruh terhadap minat beli ulang, (5) harga tidak berpengaruh terhadap minat beli ulang dengan kepuasan pengguna sebagai variabel mediasi, (6) promosi penjualan tidak berpengaruh terhadap minat beli ulang dengan kepuasan pengguna sebagai variabel mediasi, (7) kualitas pelayanan tidak berpengaruh terhadap minat beli ulang dengan kepuasan pengguna sebagai variabel mediasi.

Kata Kunci: Harga, Promosi Penjualan, Kualitas Pelayanan, Minat Beli Ulang, Kepuasan Pengguna.

ABSTRACT
THE INFLUENCE OF PRICE, SALES PROMOTION, AND SERVICE
QUALITY ON INTEREST TO REBUY BY MEDIATION BY
SHOPEEFOOD USER SATISFACTION
Study on Overseas Students Who Use Shopee Food in Sleman Regency

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This study aims to determine: (1) the effect of price on repurchase intention; (2) the effect of sales promotions on repurchase intention; (3) the effect of service quality on repurchase intention; (4) the effect of user satisfaction on repurchase intention; (5) the effect of price on repurchase intention with user satisfaction as a mediating variable; (6) the effect of sales promotions on repurchase intention with user satisfaction as a mediating variable; and (7) the effect of service quality on user satisfaction as a mediating variable. The sampling technique used was purposive sampling. Data were obtained by distributing online questionnaires using the Google Form regarding price, sales promotion, service quality, repurchase intention, and user satisfaction to 96 respondents. Data analysis using partial least squares and SmartPLS 3 The results showed that: (1) price has no effect on repurchase intention; (2) sales promotion has an effect on repurchase intention; (3) service quality has an effect on repurchase intention; (4) user satisfaction influences repurchase intention; (5) price has no effect on repurchase intention with user satisfaction as a mediating variable; (6) sales promotion has no effect on repurchase intention with user satisfaction as a mediating variable; and (7) service quality has no effect on repurchase intention with user satisfaction as a mediating variable.

Keywords: price, sales promotion, service quality, repurchase intention, and user satisfaction.