

**ABSTRAK**

**PENGARUH KUALITAS PELAYANAN, *BRAND AMBASSADOR* DAN HARGA TERHADAP MINAT PEMBELIAN ULANG JASA TRANSPORTASI *ONLINE GRAB* DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI**

Studi Pada Pelanggan Jasa Transportasi Grab di Kota Yogyakarta dan Kabupaten Sleman

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kualitas pelayanan terhadap minat pembelian ulang, (2) pengaruh *brand ambassador* terhadap minat pembelian ulang, (3) pengaruh harga terhadap minat pembelian ulang, (4) pengaruh kepuasan pelanggan terhadap minat pembelian ulang, (5) kepuasan pelanggan memediasi pengaruh kualitas pelayanan terhadap minat pembelian ulang, (6) kepuasan pelanggan memediasi pengaruh *brand ambassador* terhadap minat pembelian ulang, (7) kepuasan pelanggan memediasi pengaruh harga terhadap minat pembelian ulang. Teknik pengambilan sampel menggunakan *purposive sampling*, sampel pada penelitian ini adalah pelanggan jasa transportasi GrabBike di Kota Yogyakarta dan Kabupaten Sleman yang telah melakukan pemesanan minimal satu kali dalam kurun waktu tiga bulan terakhir. Data diperoleh dengan membagikan kuesioner secara *online* kepada 96 responden. Analisis data menggunakan *Partial Least Square* dengan aplikasi *SmartPLS* 3.2.9. Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan secara langsung berpengaruh terhadap minat pembelian ulang, (2) *brand ambassador* secara langsung tidak berpengaruh terhadap minat pembelian ulang, (3) harga secara langsung berpengaruh terhadap minat pembelian ulang, (4) kepuasan pelanggan berpengaruh terhadap minat pembelian ulang, (5) kualitas pelayanan berpengaruh terhadap minat pembelian ulang dengan dimediasi sebagian oleh kepuasan pelanggan, (6) *brand ambassador* tidak berpengaruh terhadap minat pembelian ulang yang dimediasi kepuasan pelanggan, (7) harga berpengaruh terhadap minat pembelian ulang dengan dimediasi sebagian oleh kepuasan pelanggan.

Kata kunci: Kualitas Pelayanan, *Brand Ambassador*, Harga, Minat Pembelian Ulang, Kepuasan Konsumen.

**ABSTRACT**

**THE INFLUENCE OF SERVICE QUALITY, BRAND AMBASSADOR AND PRICE FOR INTEREST TO REORDER TRANSPORTATION ONLINE GRAB WITH CUSTOMER SATISFICATION AS THE MEDIATING VARIABLE**

A study of Grab Customers in Yogyakarta City and Sleman Regency

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This study to determine: (1) the influence of service quality towards interest to reorder, (2) the influence of brand ambassador towards interest to reorder, (3) the influence of price towards interest to reorder, (4) the influence of customer satisfication towards interest to reorder, (5) the influence of service quality towards interest to reorder with customer satisfication as the mediating variable, (6) the influence of brand ambassador towards interest to reorder with customer satisfication as the mediating variable, (7) the influence of price towards interest to reorder with customer satisfication as the mediating variable. The sampling tecnique used purposive sampling and non-probability sampling, sample of which in part of all the customer of GrabBike transport services in Yogyakarta City and Sleman Regency which has made minimum reservations at least once in the last three months. The data were obtained by distributing questionnaires about service quality, brand ambassador, price, customer satisfication and interest to reorder to 96 respondents. Data analysis using Partial Least Square with application SmartPLS 3.2.9. The results of the study show that: (1) service quality did not influence towards interest to reorder, (2) brand ambassador did not influence interest to reorder, (3) price had an influence towards interest to reorder, (4) customer satisfaction had an influence towards interest to reorder, (5) service quality had an influence towards interest to reorder mediated by customer satisfaction, (6) brand ambassador did not influence interest to reorder mediated by costumer satisfaction, (7) price had an influence towards interest to reorder mediated by customer satisfaction.

**Keywords:** Service Quality, Brand Ambassador, Price, Interest to Reorder Costumer Satisfication.