

ABSTRAK

PENGARUH KUALITAS PELAYANAN, KREATIVITAS IKLAN DAN HARGA TERHADAP MINAT PEMBELIAN ULANG DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI

Studi Pada Pelanggan Toko Dr.Vapor Yogyakarta

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2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kualitas pelayanan terhadap minat pembelian ulang, (2) pengaruh kreativitas iklan terhadap minat pembelian ulang, (3) pengaruh harga terhadap minat pembelian ulang, (4) pengaruh kepuasan pelanggan terhadap minat pembelian ulang, (5) pengaruh kualitas pelayanan terhadap minat pembelian ulang dengan kepuasan pelanggan sebagai variabel mediasi, (6) pengaruh kreativitas iklan terhadap minat pembelian ulang dengan kepuasan pelanggan sebagai variabel mediasi, (7) pengaruh harga dengan kepuasan pelanggan sebagai variabel mediasi. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner *online* menggunakan *Google Form* tentang kualitas pelayanan, kreativitas iklan, harga, minat pembelian ulang dan kepuasan pelanggan kepada 96 responden. Analisis data menggunakan *Partial Least Square* dan menggunakan *SmartPLS 3*. Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan tidak berpengaruh terhadap minat pembelian ulang, (2) kreativitas iklan berpengaruh terhadap minat pembelian ulang, (3) harga berpengaruh terhadap minat pembelian ulang, (4) kepuasan pelanggan berpengaruh terhadap minat pembelian ulang, (5) Kepuasan Pelanggan tidak memediasi pengaruh Kualitas Pelayanan terhadap Minat Pembelian Ulang, (6) Kepuasan Pelanggan tidak memediasi pengaruh Kreativitas Iklan terhadap Minat Pembelian Ulang (7) Kepuasan Pelanggan memediasi pengaruh Harga terhadap Minat Pembelian Ulang.

Kata Kunci: Kualitas Pelayanan, Kreativitas Iklan, Harga, Minat Pembelian Ulang, Kepuasan Pelanggan.

ABSTRACT

**THE INFLUENCE OF SERVICE QUALITY, ADVERTISING CREATIVITY
AND PRICE ON REPURCHASE INTEREST WITH CUSTOMER
SATISFACTION AS A MEDIATING VARIABLE**

Study on Dr. Vapor Shop Customers, Yogyakarta

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This study aims to determine: (1) the influence of service quality on repurchase intention, (2) the influence of advertising creativity on repurchase intention, (3) the influence of price on repurchase intention, (4) the influence of customer satisfaction on repurchase intention, (5) the influence of service quality on repurchase intention with customer satisfaction as a mediating variable, (6) the influence of advertising creativity on repurchase intention with customer satisfaction as a mediating variable, (7) the influence of price on customer satisfaction as a mediating variable. The sampling technique used was purposive sampling. Data were obtained by distributing online questionnaires using Google Form regarding service quality, advertising creativity, price, repurchase intention and customer satisfaction to 96 respondents. Data analysis was conducted using Partial Least Square and SmartPLS 3. The results showed that: (1) service quality had no influence on repurchase intention, (2) advertising creativity had an influence on repurchase intention, (3) price had an influence on repurchase intention, (4) customer satisfaction influenced repurchase intention, (5) customer satisfaction did not mediate the influence of service quality on repeat purchase intention, (6) customer satisfaction did not mediate the influence of advertising creativity on repeat purchase intention (7) customer satisfaction mediated the influence of price on repurchase intention.

Keywords: Service Quality, Advertising Creativity, Price, Repurchase Intention, Customer Satisfaction.

