

ABSTRAK

PENGARUH KUALITAS PRODUK, WORD OF MOUTH, DAN KEPUASAN PELANGGAN TERHADAP MINAT BELI ULANG UMA YUM CHA YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kualitas produk secara parsial terhadap minat beli ulang Uma Yum Cha Yogyakarta, (2) pengaruh *word of mouth* secara parsial terhadap minat beli ulang Uma Yum Cha Yogyakarta, (3) pengaruh kepuasan pelanggan secara parsial terhadap minat beli ulang Uma Yum Cha Yogyakarta, (4) ada atau tidak perbedaan persepsi mengenai kualitas produk, *word of mouth*, dan kepuasan pelanggan berdasarkan responden laki-laki dan perempuan. Populasi dalam penelitian ini adalah masyarakat umum yang pernah melakukan transaksi pembelian Uma Yum Cha Yogyakarta. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner dalam bentuk elektronik melalui *google form* kepada 100 responden yang memenuhi kriteria yaitu masyarakat umum yang pernah melakukan transaksi pembelian Uma Yum Cha Yogyakarta minimal 1 (satu) kali selama tiga bulan terakhir. Analisis data yang digunakan dalam penelitian ini adalah analisis regresi linear berganda, Uji F, Uji T, dan Uji Independent Sample T-test dengan menggunakan aplikasi SPSS versi 26. Hasil dari penelitian ini menunjukkan bahwa: (1) kualitas produk secara parsial berpengaruh positif terhadap minat beli ulang, (2) *word of mouth* secara parsial berpengaruh positif terhadap minat beli ulang, (3) kepuasan pelanggan secara parsial berpengaruh positif terhadap minat beli ulang, (4) terdapat perbedaan yang signifikan mengenai *word of mouth* antara responden laki-laki dan perempuan, dan (5) tidak terdapat perbedaan yang signifikan mengenai kualitas produk dan kepuasan pelanggan antara responden laki-laki dan perempuan.

Kata kunci: kualitas produk, *word of mouth*, kepuasan pelanggan,
minat beli ulang.

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, WORD OF MOUTH, AND CUSTOMER SATISFACTION ON REPEAT PURCHASE INTENTION OF UMA YUM CHA YOGYAKARTA

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This study aims to determine: (1) the partial effect of product quality on repeat purchase intention of Uma Yum Cha Yogyakarta, (2) the partial effect of word of mouth on repeat purchase intention of Uma Yum Cha Yogyakarta, (3) the partial effect of customer satisfaction on repeat purchase intention of Uma Yum Cha Yogyakarta, (4) whether there is a difference in perception regarding product quality, word of mouth, and customer satisfaction based on male and female respondents. The population in this study is the general public who have made transactions purchasing Uma Yum Cha Yogyakarta. The sampling technique in this study uses purposive sampling. Data were obtained by distributing questionnaires in electronic form via Google Form to 100 respondents who met the criteria, namely the general public who have made transactions purchasing Uma Yum Cha Yogyakarta at least once in the last three months. The data analysis used in this study is multiple linear regression analysis, F test, T test, and Independent Sample T-test using SPSS version 26 application. The results of this study indicate that: (1) product quality partially has a positive effect on repeat purchase intention, (2) word of mouth partially has a positive effect on repeat purchase intention, (3) customer satisfaction partially has a positive effect on repeat purchase intention, (4) there is a significant difference in word of mouth between male and female respondents, and (5) there is no significant difference in product quality and customer satisfaction between male and female respondents.

Keywords: product quality, word of mouth, customer satisfaction, repeat purchase intention.