

ABSTRAK

PENGARUH KEPUASAN PELANGGAN CURVA-SUD SHOP PADA KUALITAS PRODUK, KUALITAS PELAYANAN DAN CUSTOMER RELATIONSHIP MARKETING TERHADAP MINAT BELI ULANG

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh kualitas produk terhadap minat beli ulang, 2) pengaruh kualitas pelayanan terhadap minat beli ulang, 3) pengaruh customer relationship marketing terhadap minat beli ulang 4) pengaruh kepuasan pelanggan memediasi kualitas produk terhadap minat beli ulang 5) pengaruh kepuasan pelanggan memediasi kualitas pelayanan terhadap minat beli ulang 6) pengaruh kepuasan pelanggan memediasi Customer relationship marketing terhadap minat beli ulang. Teknik pengambilan sampel menggunakan purposive sampling, data diperoleh dari kuesioner yang disebarluaskan secara online kepada 100 responden. Teknik yang digunakan dalam penelitian ini adalah Partial Least Square (PLS) yang menggunakan software SmartPLS 3.0. Hasil Penelitian ini menunjukkan bahwa : 1) Kualitas Produk secara langsung berpengaruh terhadap Minat Beli Ulang, 2) Kualitas Layanan secara langsung tidak berpengaruh terhadap Minat Beli Ulang, 3) CRM secara langsung tidak berpengaruh terhadap Minat Beli Ulang, 4) Kepuasan Pelanggan tidak memediasi pengaruh Kualitas Produk terhadap Minat Beli Ulang, 5) Kepuasan Pelanggan memediasi penuh pengaruh Kualitas Layanan terhadap Minat Beli Ulang, 6) Kepuasan Pelanggan memediasi penuh pengaruh CRM terhadap Minat Beli Ulang

Kata Kunci : Kualitas produk, Pelayanan, *Customer Relationship Marketing*, Kepuasan pelanggan, Minat beli ulang

ABSTRACT

THE EFFECT OF CURVA-SUD SHOP CUSTOMER SATISFACTION ON PRODUCT QUALITY, SERVICE QUALITY AND CUSTOMER RELATIONSHIP MARKETING ON REPURCHASE INTEREST

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This study aims to find out: 1) the effect of product quality on repurchase interest, 2) the influence of service quality on repurchase interest, 3) the influence of customer relationship marketing on repurchase interest, 4) the effect of customer satisfaction mediating product quality on repurchase interest, 5) the effect of customer satisfaction mediating service quality on repurchase interest, 6) the effect of customer satisfaction mediating customer relationship marketing on repurchase interest. The sampling technique uses purposive sampling, data is obtained from a questionnaire distributed online to 100 respondents. The technique used in this study is Partial Least Square (PLS) which uses SmartPLS 3.0 software. The results of this study show that: 1) Product Quality directly affects Repeat Purchase Interest, 2) Service Quality directly does not affect Repeat Purchase Interest, 3) CRM directly does not affect Repeat Purchase Interest, 4) Customer Satisfaction does not mediate the influence of Product Quality on Repeat Purchase Interest, 5) Customer Satisfaction fully mediates the influence of Service Quality on Repeat Purchase Interest, 6) Customer Satisfaction fully mediates the influence of CRM on Repeat Purchase Interest

Keywords: Product quality, Service, Customer Relationship Marketing, Customer satisfaction, Repurchase interest