

ABSTRAK

PENGARUH CUSTOMER UNDERSTANDING, SERVICE QUALITY, DAN TECHNOLOGY TERHADAP LOYALITAS KONSUMEN SEPATU VANS DIMEDIASI KEPUASAN KONSUMEN

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *customer understanding* terhadap kepuasan konsumen sepatu Vans, 2) pengaruh *service quality* terhadap kepuasan konsumen sepatu Vans, 3) pengaruh *technology* terhadap kepuasan konsumen sepatu Vans, 4) pengaruh *customer understanding* terhadap loyalitas konsumen sepatu Vans, 5) pengaruh *service quality* terhadap loyalitas konsumen sepatu Vans, 6) pengaruh *technology* terhadap loyalitas konsumen sepatu Vans, 7) pengaruh kepuasan konsumen terhadap loyalitas konsumen sepatu Vans, 8) pengaruh *customer understanding* terhadap loyalitas konsumen Vans dimediasi kepuasan konsumen, 9) pengaruh *service quality* terhadap loyalitas konsumen sepatu Vans dimediasi kepuasan konsumen, 10) pengaruh *technology* terhadap loyalitas konsumen sepatu Vans dimediasi kepuasan konsumen. Teknik pengambilan sampel menggunakan teknik *non-probability* dengan metode *purposive sampling*, data diperoleh melalui kuesioner yang disebarakan kepada 98 responden yang memenuhi kriteria. Teknik analisis data menggunakan *Partial Least Square* dan pengolahan data menggunakan SmartPLS 3. Hasil penelitian menunjukkan bahwa: 1) *customer understanding* berpengaruh terhadap kepuasan konsumen sepatu Vans, 2) *service quality* berpengaruh terhadap kepuasan konsumen sepatu Vans, 3) *technology* berpengaruh terhadap kepuasan konsumen sepatu Vans, 4) *customer understanding* berpengaruh terhadap loyalitas konsumen sepatu Vans, 5) *service quality* berpengaruh terhadap loyalitas konsumen sepatu Vans, 6) *technology* tidak berpengaruh terhadap loyalitas konsumen sepatu Vans, 7) kepuasan konsumen berpengaruh terhadap loyalitas konsumen sepatu Vans, 8) kepuasan konsumen memediasi pengaruh *customer understanding* terhadap loyalitas konsumen sepatu Vans, 9) kepuasan konsumen memediasi pengaruh *service quality* terhadap loyalitas konsumen sepatu Vans, 10) kepuasan konsumen memediasi pengaruh *technology* terhadap loyalitas konsumen sepatu Vans.

Kata Kunci: *Customer Understanding*, *Service Quality*, *Technology*, Kepuasan Konsumen, Loyalitas Konsumen.

ABSTRACT

**THE IMPACT OF CUSTOMER UNDERSTANDING, SERVICE QUALITY,
AND TECHNOLOGY ON CONSUMER LOYALTY OF VANS SHOES
MEDIATED BY CONSUMER SATISFACTION**

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This study aims to examine: (1) the effect of customer understanding on customer satisfaction of Vans shoes; (2) the effect of service quality on customer satisfaction of Vans shoes; (3) the effect of technology on customer satisfaction of Vans shoes; (4) the effect of customer understanding on customer loyalty of Vans shoes; (5) the effect of service quality on customer loyalty of Vans shoes; (6) the effect of technology on customer loyalty of Vans shoes; (7) the effect of customer satisfaction on customer loyalty of Vans shoes; (8) the mediating role of customer satisfaction in the effect of customer understanding on customer loyalty of Vans shoes; (9) the mediating role of customer satisfaction in the effect of service quality on customer loyalty of Vans shoes; and (10) the mediating role of customer satisfaction in the effect of technology on customer loyalty of Vans shoes. The sampling technique employed in this study was non-probability sampling with a purposive sampling method. The data were collected through questionnaires distributed to 98 respondents who met the predefined criteria. Data analysis was conducted using Partial Least Squares (PLS) with the aid of SmartPLS 3.0 software. The results indicate that: (1) customer understanding significantly influence customer satisfaction of Vans shoes; (2) service quality significantly influence customer satisfaction of Vans shoes; (3) technology significantly influence customer satisfaction of Vans shoes; (4) customer understanding significantly influence customer loyalty of Vans shoes; (5) service quality significantly influence customer loyalty of Vans shoes; (6) technology does not significantly influence customer loyalty of Vans shoes; (7) customer satisfaction significantly influence customer loyalty of Vans shoes; (8) customer satisfaction mediates the influence of customer understanding on customer loyalty of Vans shoes; (9) customer satisfaction mediates the influence of service quality on customer loyalty of Vans shoes; and (10) customer satisfaction mediates the influence of technology on customer loyalty of Vans shoes.

Keywords: Customer Understanding, Service Quality, Technology, Customer Satisfaction, Customer Loyalty.