

ABSTRAK

PENGARUH CUSTOMER RELATIONSHIP MANAGEMENT, SERVICE QUALITY, FACILITY TERHADAP MINAT BELI ULANG DENGAN KEPUASAN PELANGGAN SEBAGAI MEDIASI DI KANTIN KOPERASI MAHASISWA UNIVERSITAS SANATA DHARMA

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Penelitian ini bertujuan untuk menganalisis pengaruh *Customer Relationship Management*, *Service Quality*, dan *Facility* terhadap Minat beli ulang dengan Kepuasan Pelanggan sebagai variabel mediasi pada Kantin Koperasi Mahasiswa Universitas Sanata Dharma. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi mahasiswa, dosen, dan karyawan Universitas Sanata Dharma yang pernah bertransaksi minimal dua kali dalam enam bulan terakhir. Sampel diambil menggunakan teknik *purposive sampling* sebanyak 388 responden, dengan data dikumpulkan melalui kuesioner secara daring dan luring. Analisis data dilakukan menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa *Customer Relationship Management* berpengaruh signifikan terhadap Minat beli ulang maupun kepuasan pelanggan. *Service Quality* juga berpengaruh signifikan terhadap Minat beli ulang dan kepuasan pelanggan. *Facility* berpengaruh signifikan terhadap Minat beli ulang maupun kepuasan pelanggan. Kepuasan pelanggan terbukti berpengaruh signifikan terhadap Minat beli ulang. Lebih lanjut, kepuasan pelanggan memediasi pengaruh *Customer Relationship Management*, *Service Quality*, dan *Facility* terhadap Minat beli ulang. Berdasarkan temuan tersebut, Kopma USD disarankan untuk terus memperkuat hubungan dengan pelanggan, meningkatkan kualitas pelayanan, serta memelihara dan mengembangkan fasilitas yang tersedia guna mendorong kepuasan dan Minat beli ulang pelanggan secara berkelanjutan.

Kata Kunci: *customer relationship management*, *service quality*, *facility*, kepuasan pelanggan, minat beli ulang.

ABSTRACT

**THE INFLUENCE OF CUSTOMER RELATIONSHIP
MANAGEMENT, SERVICE QUALITY, AND FACILITY ON
REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS A
MEDIATOR AT THE STUDENTS COOPERATIVE CANTEEN OF SANATA
DHARMA UNIVERSITY**

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This study aims to analyze the effect of *Customer Relationship Management*, *Service Quality*, and *Facility* on Repurchase Intention with Customer Satisfaction as a mediating variable at the Students Cooperative Canteen (*Kopma USD*) of Sanata Dharma University. This research employs a quantitative approach with a population consisting of students, lecturers, and staff of Sanata Dharma University who had made transactions at least twice within the last six months. A where of 388 respondents were selected using a purposive sampling technique, with data collected through both online and offline questionnaires. Data analysis was conducted using the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) method with the assistance of SmartPLS 4 software. The results indicate that *Customer Relationship Management* has significant effect on both repurchase intention and customer satisfaction. *Service Quality* also has significant effect on repurchase intention and customer satisfaction. *Facility* has significant effect on both repurchase intention and customer satisfaction. Customer satisfaction is proven to have significant effect on repurchase intention. Furthermore, customer satisfaction mediates the effect of *Customer Relationship Management*, *Service Quality*, and *Facility* on repurchase intention. Based on these findings, Kopma USD is recommended to continuously strengthen customer relationships, improve service quality, and maintain and develop the available facilities in order to sustainably enhance customer satisfaction and repurchase intention.

Keywords: customer relationship management, service quality, facility, customer satisfaction, repurchase intention.