

ABSTRAK

Laili Noor Wakhidah. 2024. Pengaruh Harga, Kualitas Produk, dan Kualitas Pelayanan Terhadap Keputusan Pembelian Ulang Dengan Kepuasan Konsumen Sebagai Variabel Intervening (Studi Kasus Terhadap Konsumen Waroeng Steak Bledek Ponorogo). Skripsi. Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M., Pembimbing (II) Hendra Setiawan, S.E., M.M.

Tujuan penelitian ini untuk mengetahui apakah terdapat pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian ulang. Serta pengaruh tidak langsung harga, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian ulang melalui kepuasan konsumen sebagai variabel intervening. Penelitian ini dilakukan di Waroeng *Steak* Bledek Ponorogo. Sampel penelitian ini sebanyak 385 responden. Penelitian ini termasuk dalam pendekatan kuantitatif dengan metode SEM-PLS. Analisis data dilakukan dengan menggunakan bantuan *software* SmartPLS 4. Hasil penelitian ini adalah harga berpengaruh terhadap keputusan pembelian ulang, kualitas produk tidak berpengaruh terhadap keputusan pembelian ulang, kualitas pelayanan tidak berpengaruh terhadap keputusan pembelian ulang, kepuasan konsumen berpengaruh terhadap keputusan pembelian ulang, harga, kualitas produk dan kualitas pelayanan berpengaruh secara tidak langsung terhadap keputusan pembelian ulang.

Kata Kunci: Harga, Kualitas Produk, Kualitas Pelayanan, Keputusan Pembelian Ulang, Kepuasan Konsumen

ABSTRACT

Laili Noor Wakhidah. 2024. The Effect of Price, Product Quality, and Service Quality on Repurchase Decisions with Consumer Satisfaction as the Intervening Variable (Case Study on Waroeng Steak Bledek Ponorogo). Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M., Advisor (II) Hendra Setiawan, S.E., M.M.

The aim of this study was to determine whether there was an influence of price, product quality, and service quality towards repurchase decisions. As well as the indirect influence of price, product quality, and service quality towards repurchase decisions through consumer satisfaction as an intervening variable. This study was conducted at Waroeng Steak Bledek, Ponorogo. The sample of this study was 385 respondents. This study was included in the quantitative approach with the SEM-PLS method. Data analysis was carried out using the help of SmartPLS 4 software. The results of this study are that price has an effect towards repurchase decisions, product quality does not have an effect towards repurchase decisions, service quality does not have an effect towards repurchase decisions, consumer satisfaction has an effect towards repurchase decisions, price, product quality and service quality have an indirect effect towards repurchase decisions.

Keywords: Price, Product Quality, Service Quality, Repurchase Decisions, Consumer Satisfaction.