

ABSTRAK

Shinta Dwi Hartati. Pengaruh *Live Streaming* Dan Harga Diskon Terhadap Minat Beli Ulang Melalui Kepuasan Pelanggan Pengguna Shopee Produk Somethinc Pada Masyarakat Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti, S.E., M.M., Pembimbing (II) Dr. Apriyanti, S.E., M.M.

Tujuan dari penelitian ini untuk mengetahui adanya pengaruh *live streaming* dan harga diskon terhadap minat beli ulang melalui kepuasan pelanggan pengguna shopee produk somethinc pada masyarakat kota madiun. Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 384 responden. Metode pengambilan sampel yaitu dengan cara *purposive sampling*. Pengambilan data menggunakan kuesioner dengan penyebaran melalui *google form*. Teknik analisis data menggunakan alat uji berupa software smartPLS 3.0.

Hasil Penelitian ini adalah *live streaming* tidak berpengaruh terhadap kepuasan pelanggan, harga diskon berpengaruh terhadap kepuasan pelanggan, *live streaming* berpengaruh terhadap minat beli ulang, harga diskon berpengaruh terhadap minat beli ulang, kepuasan pelanggan berpengaruh terhadap minat beli ulang, *live streaming* tidak berpengaruh terhadap minat beli ulang melalui kepuasan pelanggan, harga diskon berpengaruh terhadap minat beli ulang melalui kepuasan pelanggan.

Kata Kunci: *Live streaming* , Harga Diskon, Minat Beli Ulang, Kepuasan Pelanggan

ABSTRACT

Shinta Dwi Hartati. The Influence of Live Streaming and Discount Prices Towards Repurchase Interest Through Customer Satisfaction of Somethinc Shopee Product Users In The Madiun City Community. Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Heny Sidanti, S.E., M.M., Supervisor (II) Dr. Apriyanti, S.E., M.M.

The aim of this study was to determine the influence of live streaming and discount prices towards repurchase interest through customer satisfaction of somethinc shopee product users in the Madiun city community. This study was a quantitative with a sample of 384 respondents. The sampling method was taken by purposive sampling. Data collection using a questionnaire distributed via google form. The data analysis technique used a test tool in the form of smartPLS 3.0 software.

The results of this study are: live streaming does not affect customer satisfaction, discount prices affect customer satisfaction, live streaming affects repurchase interest, discount prices affect repurchase interest, customer satisfaction affects repurchase interest, live streaming does not affect repurchase interest through customer satisfaction, and discount prices affect repurchase interest through customer satisfaction.

Keywords: Live streaming, Discount Price, Repurchase Interest, Customer Satisfaction.