ABSTRAK

Hesti Ayu Fernanda. NIM 2203102091. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pengaruh Lokasi, Harga, Kualitas Produk, dan Motif Produk terhadap Minat Beli Ulang dengan Kepuasan Konsumen sebagai Variabel Intervening pada Toko Batik Kencana Ungu di Pasar Gede Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Rizal Ula Ananta Fauzi, S.E., M.M., (II) Rihan Mustafa Zahri, S.E., M.Ak.,

Abstrak : Persaingan usaha batik di Pasar Gede Madiun yang semakin ketat mendorong Toko Batik Kencana Ungu untuk meningkatkan kepuasan konsumen dan minat beli ulang. Fluktuasi penjualan selama tahun 2025 menunjukkan perlunya memahami faktor-faktor yang memengaruhi perilaku konsumen. Penelitian ini bertujuan menganalisis pengaruh lokasi, harga, kualitas produk, dan motif produk terhadap minat beli ulang, baik secara langsung maupun tidak langsung melalui kepuasan konsumen sebagai variabel intervening. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Sampel berjumlah 388 responden yang dipilih menggunakan teknik accidental sampling berdasarkan rumus Lemeshow. Analisis data dilakukan menggunakan Partial Least Squares-Structural Equation Modeling (PLS-SEM) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa lokasi, harga, kualitas produk, dan motif produk berpengaruh positif dan signifikan terhadap kepuasan konsumen. Harga menjadi faktor yang paling dominan, sedangkan lokasi memberikan pengaruh paling rendah. Kepuasan konsumen juga terbukti berpengaruh positif dan signifikan terhadap minat beli ulang serta mampu memediasi pengaruh seluruh variabel independen terhadap minat beli ulang. Model penelitian mampu menjelaskan 61,6% variasi kepuasan konsumen dan 70,5% variasi minat beli ulang, yang termasuk kategori moderat. Temuan ini menegaskan bahwa kepuasan konsumen berperan penting dalam meningkatkan loyalitas pembelian ulang. Selain itu, penelitian ini memberikan kontribusi dengan mengkaji motif produk sebagai variabel independen yang masih relatif jarang diteliti pada industri kerajinan batik di Indonesia.

Kata Kunci: Lokasi, Harga, Kualitas Produk, Motif Produk, Kepuasan Konsumen, Minat Beli Ulang, PLS-SEM.

ABSTRACT

Hesti Ayu Fernanda. *Student ID 2203102091. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. The Influence of Location, Price, Product Quality, and Product Motifs on Repurchase Intention with Consumer Satisfaction as an Intervening Variable at Kencana Ungu Batik Shop, Pasar Gede Madiun. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisors: (I)* Rizal Ula Ananta Fauzi, S.E., M.M., *(II)* Rihan Mustafa Zahri, S.E., M.Ak.

Abstract : *Increasingly intense business competition in the batik sector at Pasar Gede Madiun has prompted Kencana Ungu Batik Shop to enhance consumer satisfaction and repurchase intention. Sales fluctuations during 2025 highlight the need to understand the factors influencing consumer behavior. This study aims to analyze the influence of location, price, product quality, and product motifs on repurchase intention, both directly and indirectly through consumer satisfaction as an intervening variable. The study employs a quantitative approach with a causal-associative research design. The sample consists of 388 respondents selected using the accidental sampling technique based on the Lemeshow formula. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the aid of SmartPLS 4.0. The results indicate that location, price, product quality, and product motifs have a positive and significant influence on consumer satisfaction. Price emerged as the most dominant factor, while location had the least influence. Consumer satisfaction was also found to have a positive and significant effect on repurchase intention and successfully mediated the influence of all independent variables on repurchase intention. The research model explains 61.6% of the variation in consumer satisfaction and 70.5% of the variation in repurchase intention, both falling within the moderate category. These findings confirm that consumer satisfaction plays a crucial role in fostering repurchase loyalty. Furthermore, this study contributes to the literature by examining product motifs as an independent variable—a factor that has been relatively under-researched within Indonesia's batik craft industry.*

Keywords: *Location, Price, Product Quality, Product Motif, Consumer Satisfaction, Repurchase Intention, PLS-SEM.*