

ABSTRAK

Alauddin Bairuni Akbar, Pengaruh Harga dan Kualitas Pelayanan Terhadap Minat Beli Ulang pada E-Commerce Shopee Melalui Kepuasan Pelanggan Sebagai Variabel Mediasi. Dibawah bimbingan Dr. Drs. H. Pribanus Wantara, M.M. Program Studi S1 Manajemen, Universitas Trunojoyo Madura.

Penelitian ini bertujuan untuk mengetahui harga dan kualitas pelayanan terhadap minat beli ulang pada e-commerce Shopee melalui kepuasan pelanggan sebagai variabel mediasi. Metode yang digunakan dalam penelitian ini adalah purposive sampling yaitu teknik penentuan sampel dengan mempertimbangkan kriteria tertentu dengan jumlah sampel sebanyak 97 responden. Dengan menggunakan metode analisis jalur (Path analysis).

Hasil Penelitian ini menunjukkan bahwa harga berpengaruh terhadap minat beli ulang dalam berbelanja online di e-commerce shopee, harga tidak berpengaruh terhadap kepuasan pelanggan dalam berbelanja online di e-commerce shopee, kualitas pelayanan berpengaruh negatif terhadap minat beli ulang dalam berbelanja online di e-commerce shopee, kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan pelanggan dalam berbelanja online di e-commerce shopee, kepuasan pelanggan berpengaruh positif signifikan terhadap minat beli ulang dalam berbelanja online di e-commerce shopee, Tidak terdapat pengaruh tidak langsung antara harga terhadap minat beli ulang melalui kepuasan pelanggan dalam berbelanja online di e-commerce shopee, dan terdapat pengaruh signifikan secara tidak langsung antara kualitas pelayanan terhadap minat beli ulang melalui kepuasan pelanggan dalam berbelanja online di e-commerce shopee

Kata Kunci: Harga, Kualitas Pelayanan, Minat Beli Ulang, Kepuasan Pelanggan

ABSTRAK

Alauddin Bairuni Akbar, The Influence of Price and Service Quality on Repurchase Interest in Shopee E-Commerce Through Customer Satisfaction as a Mediating Variable. Under the guidance of Dr. Drs. H. Pribanus Wantara, MM Bachelor of Management Study Program, Trunojoyo University Madura.

This research aims to determine price and service quality on repurchase interest in Shopee e-commerce through customer satisfaction as a mediating variable. The method used in this research is purposive sampling, namely a sample selection technique by considering certain criteria with a sample size of 97 respondents. By using the path analysis method (Path analysis).

The results of this research show that price has an influence on repurchase interest in online shopping at e-commerce Shopee, price has no effect on customer satisfaction in online shopping at Shopee e-commerce, service quality has a negative effect on repurchase interest in online shopping at e-commerce shopee, service quality has a significant positive effect on customer satisfaction in online shopping at Shopee e-commerce, customer satisfaction has a significant positive effect on repurchase interest in online shopping at Shopee e-commerce, There is no indirect effect between price on repurchase interest through satisfaction customers when shopping online at e-commerce Shopee, and there is a significant indirect influence between service quality on repurchase intention through customer satisfaction when shopping online at e-commerce Shopee

Keywords: Price, Service Quality, Repurchase Intention, Customer Satisfaction