

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa Pengaruh Kualitas Produk, Kualitas Pelayanan Terhadap Keputusan Pembelian Ulang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Kasus Pada Konveksi Rama Production Kota Padang). Penelitian ini menggunakan rumus Sugiyono yang tidak diketahui populasinya. Metode pengumpulan data melalui survei, wawancara dan mengedarkan kuesioner, dengan sampel 97 orang responden. Metode analisis data yang digunakan adalah analisis *outer model*, *average variance extracted* (AVE), penelitian reliabilitas, dan pengujian *inner model* (*structural model*) dengan menggunakan smartPLS 3.

Hasil penelitian ini menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan atas kepuasan pelanggan pada konveksi Rama Production Kota Padang. Kualitas pelayanan berpengaruh positif dan signifikan atas kepuasan pelanggan pada konveksi Rama Production Kota Padang. Kualitas pelayanan berpengaruh positif dan signifikan atas keputusan pembelian ulang pada Konveksi Rama Production Kota Padang. Kualitas produk berpengaruh positif dan signifikan atas keputusan pembelian ulang pada Konveksi Rama Production Kota Padang. Kepuasan pelanggan berpengaruh positif dan signifikan atas keputusan pembelian ulang pada Konveksi Rama Production Kota Padang. Kualitas produk mampu memediasi kepuasan pelanggan atas keputusan pembelian ulang pada Konveksi Rama Production Kota Padang. Kualitas pelayanan tidak mampu memediasi kepuasan pelanggan atas keputusan pembelian ulang pada Konveksi Rama Production Kota Padang.

Kata Kunci : Kualitas Produk, Kualitas pelayanan, Keputusan Pembelian Ulang, Kepuasan Pelanggan

ABSTRACT

This study aims to determine how much influence product quality, service quality have on repurchasing decisions through customer satisfaction as intervening variables (Case Study on Rama Production Convection Consumers in Padang City). This study uses Sugiyono's formula whose population is unknown. Methods of data collection through surveys, interviews and distributing questionnaires, with a sample of 97 respondents. The data analysis method used is outer model analysis, average variance extracted (AVE), reliability research, and inner model testing (structural model) using smartPLS 3.

The results of this study indicate that product quality has a positive and significant effect on customer satisfaction at the Rama Production Convection in Padang City. Service quality has a positive and significant effect on customer satisfaction at the Rama Production Convection in Padang City. Service quality has a positive and significant effect on repurchase decisions at the Rama Production Convection in Padang City. Product quality has a positive and significant effect on repurchase decisions at Convection Rama Production, Padang City. Customer satisfaction has a positive and significant effect on repurchase decisions at the Rama Production Convection in Padang City. Product quality is able to mediate customer satisfaction on repurchasing decisions at Convection Rama Production, Padang City. Service quality is not able to mediate customer satisfaction on repurchasing decisions at Convection Rama Production, Padang City.

Keywords: Product Quality, Service Quality, Repurchase Decision, Customer Satisfaction