

INTISARI

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi Minat beli ulang melalui mediasi kepuasan konsumen PITALOKA BAKERY. Sampel dalam penelitian ini adalah konsumen PITALOKA BAKERY dengan menyebarkan kuisioner sebanyak 75 Responden. Pengambilan sampel menggunakan teknik non probability sampling dengan jenis purposive sampling. Metode analisis yang digunakan adalah metode analisis regresi linier berganda dan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji, adjusted R² dan uji t.

Berdasarkan analisis yang telah dilakukan diperoleh hasil bahwa kualitas produk berpengaruh positif dan signifikan terhadap Minat Beli Ulang melalui Mediasi Kepuasan Konsumen dengan nilai koefisien dan Kualitas Layanan berpengaruh positif dan signifikan terhadap Minat Beli Ulang melalui Mediasi Kepuasan Konsumen.

Kata Kunci: Kualitas Layanan, Kualitas Produk, Kepuasan Konsumen, dan Minat Beli Ulang

ABSTRACT

This study aims to analyze the factors that influence repurchase interest through mediation of consumer satisfaction PITALOKA BAKERY. The sample in this study is PITALOKA BAKERY consumers by distributing questionnaires as many as 75 respondents. Sampling using non probability sampling techniques with the type of purposive sampling. The analytical method used is multiple linear regression analysis method and uses the validity test, reliability test, classic assumption test, test, adjusted R² and t test.

Based on the analysis that has been done, the results show that product quality has a positive and significant effect on Repurchase Interest through Consumer Satisfaction Mediation with the coefficient value and Service Quality has a positive and significant effect on Repurchase Interest through Consumer Satisfaction Mediation.

Keywords: Service Quality, Product Quality, Consumer Satisfaction, and Repurchase Interest