

ABSTRACT

**INFLUENCE OF CONSUMER INVOLVEMENT AND
CREDIBILITY OF INFORMATION SOURCES ON
REPURCHASE DECISIONS WITH CONSUMER
SATISFACTION AS MEDIATION**

(Survey on Consumers of Drug Products at the Carmel Medika Tasikmalaya Pharmacy)

Oleh:

HASBY MUZAKI ZAKARIA

NIM: 193402209

Under the guidance of:

Kartawan

R. Lucky Radi Rinandiyana

The purpose of this research is to find out how the influence of Consumer Satisfaction strengthens the influence of Consumer Involvement and Credibility of Information Sources on Repurchase Decisions for Consumers of Carmel Medika Tasikmalaya Pharmacy Medicine Products. This research was designed as a type of survey by distributing questionnaires to 160 respondents who were consumers of medicinal products from the Carmel Medika Tasikmalaya Pharmacy who had been customers for more than one year, purchased medicinal products more than once a month, and were 18 years old minimal, using the technique purposive sampling. The analytical tool used in this research is Structural Equation Modeling (SEM). The results of the research show that consumer involvement has a significant effect on consumer satisfaction, credibility of information sources has a significant effect on consumer satisfaction, consumer involvement has a significant effect on repurchase decisions, credibility of information sources has a significant effect on repurchase decisions and consumer satisfaction is able to strengthen the influence of consumer involvement and source credibility information on repurchase decisions.

Keywords: Consumer Involvement, Credibility of Information Sources, Consumer Satisfaction, Repeat Purchase Decisions.