

ABSTRACT

THE INFLUENCE OF PRICE, SERVICE QUALITY, LOCATION, AND PUBLIC POLICY ON REPURCHASE INTENTION THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE (A CASE STUDY OF SEBLAK SAKAU IN BANJAR CITY)

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This study aims to analyze the influence of price, service quality, location, and public policy on repurchase intention through consumer satisfaction as an intervening variable, with a case study on the Seblak Sakau culinary business in Banjar City. This research uses a quantitative method with a survey approach. Data were collected through questionnaires distributed to 100 Seblak Sakau consumers. Data analysis was conducted using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The results of the study show that price, service quality, location, and public policy significantly affect consumer satisfaction. Moreover, consumer satisfaction positively influences repurchase intention. Although public policy does not have a direct effect, it indirectly affects repurchase intention through consumer satisfaction.

Keywords: price, service quality, location, public policy, consumer satisfaction, and repurchase intention.

ABSTRAK

PENGARUH HARGA, KUALITAS LAYANAN, LOKASI, SERTA KEBIJAKAN PUBLIK TERHADAP MINAT BELI ULANG MELALUI KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING (STUDI KASUS SEBLAK SAKAU DI KOTA BANJAR)

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Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas layanan, lokasi, serta kebijakan publik terhadap minat beli ulang melalui kepuasan konsumen sebagai variabel intervening, dengan studi kasus pada usaha kuliner Seblak Sakau di Kota Banjar. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang disebarikan kepada 100 konsumen Seblak Sakau. Analisis data dilakukan menggunakan Structural Equation Modeling - Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa harga, kualitas layanan, lokasi, dan kebijakan publik secara signifikan mempengaruhi kepuasan konsumen. Selain itu, kepuasan konsumen memiliki pengaruh positif terhadap minat beli ulang. Meskipun kebijakan publik tidak berpengaruh langsung, kebijakan tersebut mempengaruhi minat beli ulang secara tidak langsung melalui kepuasan konsumen.

Kata Kunci: harga, kualitas layanan, lokasi, kebijakan publik, kepuasan konsumen, dan minat beli ulang