

ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG MELALUI VARIABEL MEDIASI KEPUASAN PELANGGAN DI RETAIL MODERN ORICOW

Rasya Syawal Pratama
21/473001/PT/08797

INTISARI

Oricow, sebagai penyedia daging sapi di Sleman, menghadapi tantangan memastikan layanan berkualitas yang dapat memenuhi harapan pelanggan dan meningkatkan minat beli ulang. Penelitian ini bertujuan untuk mengetahui pengaruh variabel kualitas pelayanan terhadap variabel kepuasan pelanggan dan minat beli ulang di retail modern Oricow. Pengumpulan data dilakukan pada bulan Oktober 2024 dengan metode survei melalui kuesioner terhadap 113 responden dan metode penentuan sampel menggunakan *purposive sampling* dengan kriteria pelanggan yang sudah berumur minimal 17 tahun dan pada saat pengambilan data responden sudah pernah melakukan transaksi di Oricow Condongcatur minimal satu kali dalam satu bulan. Analisis data dilakukan dengan bantuan perangkat Microsoft Excel dan SmarPLS 3.0 meliputi analisis statistik deskriptif, model pengukuran, model struktural, dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa pelanggan Oricow Condongcatur didominasi oleh perempuan (88,50%) dengan kategori usia 26 hingga 35 tahun dan 36 hingga 45 tahun (39,82%) mayoritas berdomisili di Kabupaten Sleman (85,84%), menyelesaikan pendidikan Sarjana/Sederajat (45,13%), yang sebagian besar sudah menikah (92,04%), dan didominasi oleh ibu rumah tangga (69,91%) dengan pendapatan keluarga sebesar Rp3.000.001 sampai Rp5.000.000 (45,13%) dan memiliki satu sampai dua tanggungan dalam keluarga (73,45%). Tingkat kualitas pelayanan, kepuasan pelanggan, dan minat beli ulang di Oricow Condongcatur tergolong tinggi. Kualitas pelayanan berpengaruh terhadap kepuasan pelanggan ($\beta=0,723$), kepuasan pelanggan berpengaruh terhadap minat beli ulang ($\beta=0,288$), kualitas pelayanan berpengaruh terhadap minat beli ulang ($\beta=0,208$), dan kualitas pelayanan berpengaruh terhadap minat beli ulang melalui kepuasan pelanggan sebagai variabel mediasi ($\beta=0,301$). Kepuasan pelanggan menjadi variabel mediasi sebagian (*partial mediation*) yang berarti ada atau tidaknya peran mediasi kepuasan pelanggan, tidak menjadi masalah untuk kualitas pelayanan mempengaruhi minat beli ulang.

Kata kunci: Kepuasan pelanggan, Kualitas pelayanan, Minat beli ulang, Retail modern

**ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY ON *REPURCHASE*
INTEREST THROUGH CUSTOMER SATISFACTION MEDIATION
VARIABLES IN MODERN RETAIL ORICOW**

Rasya Syawal Pratama
21/473001/PT/08797

ABSTRACT

Oricow, as a Meat Shop of beef in Sleman, faces the challenge of ensuring quality service that meets customer expectations and increases repeat purchase interest. This study aims to examine the effect of service quality on customer satisfaction and *repurchase* intention at the Oricow modern meatshop. Data collection was conducted in October 2024 through a survey using a questionnaire involving 113 respondents, with a purposive sampling method based on criteria such as customers being at least 17 years old and at the time of data collection, all respondents had made at least one transaction at Oricow Condongcatur within the past month. Data analysis was performed using Microsoft Excel and SmartPLS 3.0, including descriptive statistical analysis, measurement model, structural model, and hypothesis testing. The results of the study show that Oricow Condongcatur's customers are predominantly female (88.50%), with the age categories of 26 to 35 years (39.82%) and 36 to 45 years (39.82%). The majority reside in Sleman Regency (85.84%), have completed a Bachelor's degree or equivalent (45.13%), are mostly married (92.04%), and are predominantly housewives (69.91%). Their family income ranges from IDR 3,000,001 to IDR 5,000,000 (45.13%), with an average of one to two dependents in the family (73.45%). The levels of service quality, customer satisfaction, and *repurchase* intention at Oricow Condongcatur are high. The quality of service has an effect on customer satisfaction ($\beta=0.723$), customer satisfaction has an effect on repurchase intention ($\beta=0.288$), quality of service has an effect on repurchase intention ($\beta=0.208$), and the quality of service has an effect on repurchase intention through customer satisfaction as a mediating variable ($\beta=0.301$). Customer satisfaction acts as a partial mediating variable, which *Means* that whether or not customer satisfaction mediates the relationship does not affect the influence of service quality on *repurchase* intention.

Keywords: Customer satisfaction, Modern retail, Repurchase intention, Service quality