

ABSTRAK

Gesha Agya Bestari, 2019; Pengaruh Kualitas Produk dan Kualitas Layanan terhadap Niat Beli Ulang dengan Kepuasan Pelanggan sebagai *intervening*: Kasus pada Gerai Miniso di Jakarta. Skripsi, Jakarta: Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Dr. Mohamad Rizan, SE, MM & Shandy Aditya BIB, M.PBS.

Tujuan penelitian ini adalah untuk mengetahui adanya pengaruh positif dan signifikan antara: 1) Kualitas produk terhadap kepuasan pelanggan; 2) Kualitas layanan terhadap kepuasan pelanggan; 3) Kepuasan pelanggan terhadap niat beli ulang; 4) Kualitas produk terhadap niat beli ulang; 5) Kualitas layanan terhadap niat beli ulang; 6) Kualitas produk terhadap niat beli ulang melalui kepuasan pelanggan sebagai *intervening*; 7) Kualitas layanan terhadap niat beli ulang melalui kepuasan pelanggan sebagai *intervening* di Miniso Jakarta. Metode pengumpulan data menggunakan survei dengan instrumen berupa kuesioner. Objek penelitian sebanyak 225 responden yang telah membeli dan mengunjungi Miniso Jakarta minimal dua kali dalam enam bulan terakhir. Hasil data penelitian diolah dan dianalisis menggunakan SPSS versi 22 dan *Structural Equation Model* (SEM) LISREL versi 8.80. Hasil pengujian hipotesis menunjukkan adanya pengaruh positif dan signifikan antara: 1) Kualitas produk terhadap kepuasan pelanggan; 2) Kualitas layanan terhadap kepuasan pelanggan; 3) Kepuasan pelanggan terhadap niat beli ulang; 4) Kualitas produk terhadap niat beli ulang; 5) Kualitas layanan terhadap niat beli ulang; 6) Kualitas produk terhadap niat beli ulang melalui kepuasan pelanggan sebagai *intervening*; 7) Kualitas layanan terhadap niat beli ulang melalui kepuasan pelanggan sebagai *intervening* di Miniso Jakarta.

Kata Kunci: Kualitas Produk, Kualitas Layanan, Kepuasan Pelanggan, Niat Beli Ulang, Miniso Jakarta

ABSTRACT

Gesha Agya Bestari, 2019; Effect of Product Quality and Service Quality on Repurchase Intention with Customer Satisfaction as Intervening (Case Study on Miniso Outlets in Jakarta). Thesis, Jakarta: Study Program of Management, Faculty of Economics, Jakarta State University. Advisory Team: Dr. Mohamad Rizan, SE, MM & Shandy Aditya BIB, M.PBS.

The purpose of this study was to determine the existence of positive and significant influences between: 1) Product quality towards customer satisfaction; 2) Service quality towards customer satisfaction; 3) Customer satisfaction towards repurchase intention; 4) Product quality towards repurchase intention; 5) Service quality towards repurchase intention; 6) Product quality towards repurchase intention through customer satisfaction as intervening; 7) Service quality towards repurchase intention through customer satisfaction as intervening at Miniso Jakarta. Methods of collecting data using surveys with instruments in the form of questionnaires. The research object was 225 respondents who had bought and visited Miniso Jakarta at least twice in the past six months. The results of the research data were processed and analyzed using SPSS version 22 and Structural Equation Model (SEM) LISREL version 8.80. The results of hypothesis testing indicate a positive and significant influence between: 1) Product quality towards customer satisfaction; 2) Service quality towards customer satisfaction; 3) Customer satisfaction towards repurchase intention; 4) Product quality towards repurchase intention; 5) Service quality towards repurchase intention; 6) Product quality towards repurchase intention through customer satisfaction as intervening; 7) Service quality towards repurchase intention through customer satisfaction as intervening at Miniso Jakarta.

Keywords: *Product Quality, Service Quality, Customer Satisfaction, Repurchase Intention, Miniso Jakarta*