

# ***ANALYZES SUBWAY REPURCHASES WITH CUSTOMER SATISFACTION AS THE INTERVENING VARIABLE***

**By Rahmad Rivaldi**

## ***Abstract***

*This study analyzes subway repurchases with customer satisfaction as the intervening variable. The purpose of this research is to examine the factors that can affect customer satisfaction. The factors studied are: product quality, service quality and price. This research is quantitative by distributing questionnaires to 130 respondents who have purchased subway products in the South Jakarta area. This study uses the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) alternative with the Smart-PLS program. The results of the data analysis show that: (1) product quality has an effect on customer satisfaction (2) service quality has no effect on customer satisfaction (3) price has an effect on customer satisfaction (4) customer satisfaction has an effect on repeat purchases (5) product quality and price have an effect on repurchase through customer satisfaction but does not mediate the relationship between service quality on repurchase.*

***Keywords*** : Subway, Product Quality, Service Quality, Price, Customer Satisfaction, Repurchase

# ANALISIS PEMBELIAN ULANG SUBWAY DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING

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## Abstrak

Penelitian ini menganalisis pembelian ulang subway dengan kepuasan pelanggan sebagai variabel intervening. Tujuan penelitian ini menguji faktor-faktor yang dapat mempengaruhi kepuasan pelanggan. Adapun faktor yang diteliti yaitu: kualitas produk, kualitas pelayanan dan harga. Penelitian ini bersifat kuantitatif dengan menyebarkan kuesioner kepada 130 responden yang pernah membeli produk subway di area Jakarta Selatan. Penelitian ini menggunakan metode *Structural Equation Modeling* (SEM) dengan alternatif *Partial Least Square* (PLS) dengan program Smart-PLS. Hasil analisis data menunjukkan bahwa: (1) kualitas produk berpengaruh terhadap kepuasan pelanggan (2) kualitas pelayanan tidak berpengaruh terhadap kepuasan pelanggan (3) harga berpengaruh terhadap kepuasan pelanggan (4) kepuasan pelanggan berpengaruh terhadap pembelian ulang (5) kualitas produk dan harga berpengaruh terhadap pembelian ulang melalui kepuasan pelanggan namun tidak memediasi hubungan antara kualitas pelayanan terhadap pembelian ulang.

**Kata Kunci:** Subway, Kualitas Produk, Kualitas Pelayanan, Harga , Kepuasan Pelanggan, Pembelian Ulang