

***Analysis of Service Quality on Customer Satisfaction in Mediation of Purchase Decisions PT. Indonesian Creative Carramica Post Pandemi Covid 19***

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***Abstract***

*This study analyzes customer satisfaction at PT. Indonesian Creative Carramica. The purpose of this study was to examine the effect of service quality and purchasing decisions on customer satisfaction and to examine the effect of service quality on purchasing decisions. This research is quantitative by distributing questionnaires to 111 Carramica customers. Using the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) alternative with the Smart-PLS 4.0 program. the results of data analysis show that: (1) Service Quality has a significant effect on Purchasing Decisions of PT. Indonesian Creative Carramica. (2) Service Quality has a significant effect on Customer Satisfaction of PT. Indonesian Creative Carramica. (3) Service Quality has a significant effect on Customer Satisfaction through Purchasing Decisions of PT. Indonesian Creative Carramica.*

***Keywords:*** *Customer Satisfaction, Purchase Decisions, Service Quality.*

**Analisis Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dimediasi  
Keputusan Pembelian PT. Carramica Kreasi  
Indonesia Pasca Pandemi Covid 19**

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**Abstrak**

Penelitian ini menganalisis kepuasan pelanggan PT. Carramica Kreasi Indonesia. Tujuan penelitian ini untuk menguji pengaruh kualitas pelayanan dan keputusan pembelian terhadap kepuasan pelanggan serta untuk menguji pengaruh kualitas pelayanan terhadap keputusan pembelian. Penelitian ini bersifat kuantitatif dengan menyebarkan kuesioner kepada 111 pelanggan Carramica. Menggunakan metode *Structural Equation Modeling (SEM)* dengan alternatif *Partial Least Square (PLS)* dengan program *Smart-PLS 4.0*. hasil analisis data menunjukkan bahwa: (1) Kualitas Pelayanan berpengaruh signifikan terhadap Keputusan Pembelian PT. Carramica Kreasi Indonesia. (2) Kualitas Pelayanan berpengaruh signifikan terhadap Kepuasan Pelanggan PT. Carramica Kreasi Indonesia. (3) Kualitas Pelayanan berpengaruh signifikan terhadap Kepuasan Pelanggan melalui Keputusan Pembelian PT. Carramica Kreasi Indonesia.

**Kata Kunci:** Kepuasan Pelanggan, Keputusan Pembelian, Kualitas Pelayanan