

# ***Analysis of Smartphone Repurchase Decisions mediated by Customer Satisfaction***

**By Prihantini**

## **ABSTRACT**

*This research analyzes smartphone repurchase decisions in the Jabodetabek area. The aim of this research is to determine, analyze and prove whether lifestyle, brand preference and brand awareness affects smartphone repurchases, and to examine the effect of lifestyle, brand preference and brand awareness on smartphone repurchases mediated by customer satisfaction. This research is quantitative by distributing questionnaires to 215 smartphone user customers in the Jabodetabek area 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). Lifestyle has a significant effect on smartphone repurchase decisions, (2) Lifestyle has a significant effect on smartphone repurchase decisions mediated by customer satisfaction, (3) Brand Preference has no significant effect on smartphone repurchase decisions, (4) Brand preference has a significant effect on smartphone repurchase decisions mediated by customer satisfaction, (5) Brand Awareness has a significant effect on smartphone repurchase decisions, (6) Brand Awareness has a significant effect on smartphone repurchase decisions mediated by customer satisfaction.*

*Keywords: Lifestyle, Brand Preference, Brand Awareness, Repurchase Decisions, and Customer Satisfaction.*

# ***Analisis Keputusan Pembelian Ulang Smartphone dimediasi Kepuasan Pelanggan***

**Oleh Prihantini**

## **ABSTRAK**

Penelitian ini menganalisis keputusan pembelian ulang *smartphone* di wilayah Jabodetabek. Tujuan penelitian ini untuk mengetahui, menganalisis dan membuktikan apakah *lifestyle*, *brand preference* dan *brand awareness* berpengaruh terhadap pembelian ulang *smartphone*, serta untuk menguji pengaruh *lifestyle*, *brand preference* dan *brand awareness* berpengaruh terhadap pembelian ulang *smartphone* dimediasi kepuasan pelanggan. Penelitian ini bersifat kuantitatif dengan menyebarkan kuesioner kepada 215 pelanggan pengguna *smartphone* di wilayah Jabodetabek dengan menggunakan metode *Structural Equation Modeling (SEM)* dengan alternatif *Partial Least Square (PLS)* dengan program *Smart-PLS 4.0*. Hasil analisis data menunjukkan bahwa : (1). *Lifestyle* berpengaruh signifikan terhadap keputusan pembelian ulang *smartphone*, (2) *Lifestyle* berpengaruh signifikan pada keputusan pembelian ulang *smartphone* dimediasi kepuasan pelanggan, (3) *Brand Preference* tidak berpengaruh signifikan terhadap keputusan pembelian ulang *smartphone*, (4) *Brand preference* berpengaruh signifikan pada keputusan pembelian ulang *smartphone* dimediasi kepuasan pelanggan, (5) *Brand Awareness* berpengaruh signifikan terhadap keputusan pembelian ulang *smartphone*, (6) *Brand Awareness* berpengaruh signifikan terhadap keputusan pembelian ulang *smartphone* dimediasi kepuasan pelanggan.

Kata Kunci : *Lifestyle*, *Brand Preference*, *Brand Awareness*, Keputusan Pembelian Ulang, dan Kepuasan Pelanggan.