

ABSTRAK

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Pengaruh Kualitas Produk dan Experiential Marketing Terhadap Repurchase Intention dengan Customer Satisfaction sebagai Variabel Intervening Dalam Perspektif Islam (Studi Kasus Pada Pengguna Serum Somethinc di DKI Jakarta).

136 halaman + xv halaman + 22 tabel + 4 gambar + 4 lampiran

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, *experiential marketing* terhadap *repurchase intention* serta *customer satisfaction* sebagai variabel intervening pada produk Serum Somethinc di wilayah DKI Jakarta serta dalam perspektif islam. Sampel dalam penelitian ini adalah konsumen Serum Somethinc di Wilayah DKI Jakarta yang berjumlah 165 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Last Square Structural Equation Modeling* (SEM-PLS).

Hasil penelitian menunjukkan bahwa (1) kualitas produk berpengaruh positif dan signifikan terhadap *repurchase intention* (2) *experiential marketing* tidak berpengaruh terhadap *repurchase intention* (3) *customer satisfaction* berpengaruh positif dan signifikan terhadap *repurchase intention* (4) kualitas produk berpengaruh positif dan signifikan terhadap *customer satisfaction* (5) *experiential marketing* berpengaruh positif dan signifikan terhadap *customer satisfaction* (6) *customer satisfaction* dapat memediasi pengaruh kualitas produk terhadap *repurchase intention* (7) *customer satisfaction* dapat memediasi pengaruh *experiential marketing* terhadap *repurchase intention*. Dalam perspektif islam, bahwa kualitas produk, *experiential marketing*, *customer satisfaction* dan *repurchase intention* perlu diterapkan sesuai nilai-nilai yang terkandung dalam Al-Quran agar mendapat manfaat dan keberkahan.

Kata Kunci: Kualitas Produk, Experiential Marketing, Customer Satisfaction, Repurchase Intention, Islam

ABSTRACT

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The Effect of Product Quality and Experiential Marketing on Repurchase Intention with Customer Satisfaction as an Intervening Variable in an Islamic Perspective (Case Study on Somethinc Serum Users in DKI Jakarta).

136 page + xv page + 22 table + 4 image + 4 attachment

This study aims to determine the effect of product quality, experiential marketing on repurchase intention, and customer satisfaction as an intervening variable on consumers of Somethinc Serum Products in DKI Jakarta and overview from an Islamic perspective. The sample in this study was 165 consumers of Somethinc Serum in DKI

Jakarta. The sampling technique used is purposive sampling. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Last Square Structural Equation Modeling (SEM-PLS) analysis.

The results showed that (1) product quality had a positive and significant effect on repurchase intention (2) experiential marketing had no effect on repurchase intention (3) customer satisfaction had a positive and significant effect on repurchase intention (4) product quality had a positive and significant effect on customer satisfaction (5) experiential marketing has a positive and significant effect on customer satisfaction (6) customer satisfaction can mediate the effect of product quality on repurchase intention (7) customer satisfaction can mediate the effect of experiential marketing on repurchase intention.

In the Islamic perspective, that product quality, experiential marketing, customer satisfaction and repurchase intention need to be applied according to the values contained in the Quran in order to get benefits and blessings.

Keywords : Product Quality, Experiential Marketing, Customer Satisfaction, Repurcahse Intention, Islam