

ABSTRAK

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2020

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120.2016.033

Pengaruh Promosi Dan Kualitas Produk Terhadap Keputusan Kembali Dengan Kepuasan Konsumen Sebagai Faktor Mediasi Dan Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Konsumen Fore Coffee di Gambir)

Uraian Abstrak

Penelitian ini dilakukan untuk mengetahui apakah ada pengaruh mediasi kepuasan konsumen antara promosi dan kualitas produk terhadap keputusan pembelian kembali serta tinjauannya dari sudut pandang Islam. Populasi penelitian ini adalah konsumen Fore Coffee di Gambir. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden, dimana pernah melakukan pembelian minimal sebanyak dua kali dan mengonsumsi produk Fore Coffee di Gambir. Data dilakukan dengan teknik purposive sampling melalui penyebaran kuesioner. Metode analisis data dilakukan dengan analisis deskriptif, pengujian instrument penelitian, uji asumsi klasik, analisis jalur, dan uji sobel melalui program SPSS for windows.

Hasil penelitian menunjukkan bahwa: (1) Promosi berpengaruh positif dan signifikan terhadap kepuasan konsumen. (2) Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen. (3) Kepuasan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian kembali. (4) Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian kembali. (5) Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen. (6) Kepuasan konsumen sebagai faktor mediasi berpengaruh positif dan signifikan pada promosi terhadap keputusan pembelian kembali. (7) Kepuasan konsumen sebagai faktor mediasi berpengaruh positif dan signifikan pada kualitas produk terhadap keputusan pembelian kembali.

Menurut sudut pandang Islam, promosi, kualitas produk, kepuasan konsumen, dan keputusan pembelian kembali produk Fore Coffee di Gambir sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci: Promosi, Kualitas Produk, Kepuasan Konsumen, Keputusan pembelian kembali.

ABSTRACT

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2020**

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The Effect of Product Promotion and Quality on Repurchase Decisions With Consumer Satisfaction As A Mediation Factor And Its Review From an Islamic Point of View (Case Study on Fore Coffee Consumers in Gambir)

Abstract Description

This research was conducted to find out if there is an effect of consumer satisfaction mediation between promotion and product quality on repurchase decision and reviews from an Islamic point of view. The population of this study is consumers of Fore Coffee in Gambir. The number of samples used in this study was as many as 100 respondents, who had made a minimum purchase twice and consumed Fore Coffee products in Gambir. The data is done by purposive sampling techniques through the dissemination of questionnaires. Data analysis methods are performed with descriptive analysis, research instrument testing, classic assumption testing, track analysis, and sobel testing through the SPSS for windows program.

Hasil research shows that: (1) Promotion has a positive and significant effect on consumer satisfaction. (2) The quality of the product has a positive and significant effect on consumer satisfaction. (3) Consumer satisfaction has a positive and significant effect on repurchase decisions. (4) The promotion has a positive and significant effect on the repurchase decision. (5) The quality of the product has a positive and significant effect on consumer satisfaction. (6) Consumer satisfaction as a mediation factor has a positive and significant effect on the promotion of repurchase decisions. (7) Consumer satisfaction as a mediation factor has a positive and significant effect on product quality towards repurchase decisions.

From an Islamic point of view, promotion, product quality, consumer satisfaction, and decision to buy back Fore Coffee products in Gambir have been made in accordance with Islamic principles.

Keywords: Promotion, Product Quality, Customer Satisfaction, Repurchase Decisions.