

ABSTRAK

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“Pengaruh Pengalaman Pelanggan Dan Nilai Dirasakan Pelanggan Terhadap Minat Beli Ulang Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi Pada Online Food Delivery (GoFood) di Wilayah DKI-Jakarta Pada Generasi Z serta Tinjuannya Dari Sudut Pandangan Islam”

141 halaman + xiv halaman, 28 Tabel, 5 gambar, dan 5 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh pengalaman pelanggan dan nilai dirasakan pelanggan terhadap minat beli ulang dengan kepuasan pelanggan sebagai variabel mediasi pada pengguna GoFood di wilayah DKI-Jakarta, khususnya pada Generasi Z. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik analisis PLS melalui WarpPLS versi 7.0. Sampel sebanyak 150 responden dari pengguna GoFood yang berdomisili di wilayah DKI-Jakarta.

Hasil penelitian menunjukkan bahwa: (1) Pengalaman Pelanggan berpengaruh positif dan signifikan terhadap minat beli ulang, (2) Nilai Dirasakan Pelanggan berpengaruh positif dan signifikan terhadap minat beli ulang, (3) Pengalaman Pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (4) Nilai Dirasakan pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (5) kepuasan pelanggan berpengaruh positif dan signifikan terhadap minat beli ulang, (6) kepuasan pelanggan memediasi antara pengalaman pelanggan terhadap minat beli ulang, (7) kepuasan pelanggan memediasi antara nilai dirasakan pelanggan terhadap minat beli ulang. Dari sudut pandang Islam penyedia layanan yang memperhatikan kenyamanan tempat, kejelasan informasi, serta memenuhi hak-hak pelanggan sejalan dengan nilai-nilai muamalah yang menekankan kemaslahatan dan keadilan dalam transaksi

Kata Kunci: Pengalaman Pelanggan, Nilai Dirasakan Pelanggan, Minat Beli Ulang, Kepuasan Pelanggan.

ABSTRACT

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“ The Influence of Customer Experience and Customer Perceived Value on Repurchase Intention through Customer Satisfaction as a Mediating Variable in Online Food Delivery (GoFood) in the DKI-Jakarta Region for Generation Z: An Islamic Perspective”

141 Pages+ xiv pages, 28 tables, 5 Figures, and 5 attachments

Abstract Description

This research aims to examine the influence of customer experience and customer Perceived value on repurchase intention through customer satisfaction as a mediating variable among users of online food delivery (GoFood) in the Jakarta area, particularly among Generation Z. The research method used is a quantitative approach with data analysis techniques using SEM with WarpPLS version 7.0. The sample consisted of 150 respondents who were GoFood users residing in Jakarta and previously used the online food delivery (GoFood) service.

The research result shows that: (1) Customer Experience has a positive and significant effect on repurchase intention, (2) Customer Perceived Value has a positive and significant effect on repurchase intention, (3) Customer Experience has a positive and significant effect on customer satisfaction, (4) Customer Perceived Value has a positive and significant effect on customer satisfaction, (5) Customer satisfaction has a positive and significant effect on repurchase intention, (6) Customer satisfaction mediates the effect of customer experience on repurchase intention, (7) Customer satisfaction mediates the effect of customer perceived value on repurchase intention.

From the Islamic perspective, service providers are encouraged to maintain transactions based on the value of honesty, transparency, and fairness. They value that emphasize clarity of information, fulfillment of consumer rights, and justice in transactions.

Keywords: *Customer Experience, Customer Perceived Value, Repurchase Intention, Customer Satisfaction.*