

ABSTRAK

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Pengaruh Kualitas Layanan dan Harga terhadap Minat Berkunjung Kembali dengan Kepuasan Pelanggan sebagai variabel mediasi pada pengguna Padel di Dome Padel Tebet (Studi Kasus pada pengguna layanan Padel di Dome Padel Tebet).

97 + xii halaman, 23 tabel, 5 gambar, dan 2 lampiran

Uraian Abstrak

Penelitian ini dilatarbelakangi oleh adanya perbedaan hasil penelitian sebelumnya terkait pengaruh kualitas layanan dan harga terhadap minat berkunjung kembali, baik secara langsung maupun melalui kepuasan pelanggan sebagai variabel mediasi. Tujuan penelitian ini adalah untuk menganalisis pengaruh kualitas layanan dan harga terhadap minat berkunjung kembali, serta menguji peran kepuasan pelanggan dalam memediasi pengaruh kualitas layanan dan harga terhadap minat berkunjung kembali. Penelitian ini dilakukan pada konsumen Dome Padel Tebet dengan jumlah responden sebanyak 120 orang yang dipilih menggunakan teknik purposive sampling dengan kriteria tertentu. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan metode Partial Least Square-Structural Equation Modeling (PLS-SEM) dengan bantuan software SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) kualitas layanan berpengaruh positif dan signifikan terhadap minat berkunjung kembali; (2) harga berpengaruh positif dan signifikan terhadap minat berkunjung kembali; (3) kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan; (4) harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan; (5) kepuasan pelanggan berpengaruh positif dan signifikan terhadap minat berkunjung kembali; (6) kepuasan pelanggan memediasi secara parsial pengaruh kualitas layanan terhadap minat berkunjung kembali; dan (7) kepuasan pelanggan memediasi secara parsial pengaruh harga terhadap minat berkunjung kembali. Temuan ini menunjukkan bahwa peningkatan kualitas layanan dan penetapan harga yang sesuai dengan harapan pelanggan menjadi faktor penting dalam meningkatkan kepuasan serta mendorong minat pelanggan untuk berkunjung kembali.

Kata Kunci: Kualitas Layanan, Harga, Kepuasan Pelanggan, Minat Berkunjung Kembali.

ABSTRACT

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The Effect of Service Quality and Price on Revisit Intention with Customer Satisfaction as a Mediating Variable among Padel Users at Dome Padel Tebet (A Case Study of Padel Service Users at Dome Padel Tebet).

97 + xii pages, 23 tables, 5 figures, and 3 appendices

Abstract Description

This study was motivated by inconsistencies in previous research findings regarding the effect of service quality and price on revisit intention, both directly and indirectly through customer satisfaction as a mediating variable. The purpose of this study is to analyze the effect of service quality and price on revisit intention and to examine the role of customer satisfaction in mediating the effect of service quality and price on revisit intention. This research was conducted among customers of Dome Padel Tebet, involving 120 respondents selected using purposive sampling with specific criteria. Data were collected through questionnaire distribution and analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software. The results indicate that: (1) service quality has a positive and significant effect on revisit intention; (2) price has a positive and significant effect on revisit intention; (3) service quality has a positive and significant effect on customer satisfaction; (4) price has a positive and significant effect on customer satisfaction; (5) customer satisfaction has a positive and significant effect on revisit intention; (6) customer satisfaction partially mediates the effect of service quality on revisit intention; and (7) customer satisfaction partially mediates the effect of price on revisit intention. These findings suggest that improving service quality and establishing pricing strategies aligned with customer expectations are crucial factors in enhancing customer satisfaction and encouraging customers' intention to revisit. From an Islamic perspective, revisit intention emerges from customer satisfaction, which is built upon service quality and pricing practices grounded in halal-thayyib principles, honesty, trustworthiness (amanah), and consistent service excellence.

Keywords: Service Quality, Price, Customer Satisfaction, Revisit Intention.