

ABSTRACT

THE EFFECT OF PRICE, QUALITY OF SERVICE, PROMOTION, AND LOCATION ON CUSTOMER SATISFACTION TOWARD MEDIATION OF SERVICE PURCHASE DECISIONS IN RESOURCE DECORATION DECORATION BUSINESS IN KEDUNGPRING SUB-DISTRICT (STRUCTURAL EQUATION MODELING (SEM)- PARTIAL LEAST SQUARE (PLS) METHOD)

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In the era of globalization, business development includes the economic, socio-cultural and technological sectors, so that people's lifestyles begin to change with the times. In running a business or business, marketing is something that needs attention, because the level of success of a business is determined from its marketing aspects. The novelty of this study is that there are more variables to study.

Additionally, the type of approach used in this research was a quantitative approach with a sample size of 134 and the method used to analyze it is SEM with the Smart PLS version 3.0. the test used is the Outer Model test, Inner Model Test, Mediation Test and Hypothesis Test. Moreover, based on the results of the validity test, it shows that the loading factor value is more than 0.7 and the AVE value is more than 0.5 which is declared valid, in the Reliability test the composite reliability and Cronbach's Alpha values above 0.7 are said to be reliable.

Further, it can be concluded that the price variable (X1) and service quality (X2) have a positive and significant effect on consumer satisfaction (Y). While the promotion (X3) and location (X4) variables have a positive and not significant effect on consumer satisfaction (Y). In conclusion, in the mediation test, the variable price on consumer satisfaction is mediated by the service purchasing decision, which is said to be partial mediation. The variable of service quality on consumer satisfaction mediated by service purchasing decisions is said to be non-mediation. Promotion variable on consumer satisfaction is mediated by service purchasing decisions called full mediation. Location variable on consumer satisfaction mediated by service purchasing decisions is called simple mediation.

Keywords: Price, Service Quality, Promotion, Location, Consumer Satisfaction, Service Purchasing Decision, and SEM PLS.

RINGKASAN

PENGARUH HARGA, KUALITAS PELAYANAN, PROMOSI, DAN LOKASI TERHADAP KEPUASAN KONSUMEN DIMEDIASI KEPUTUSAN PEMBELIAN JASA PADA USAHA DEKORASI *RESOURCE DECORATION* DI KECAMATAN KEDUNGPRING (*METODE STRUCTURAL EQUATION MODELING (SEM)-PARTIAL LEAST SQUARE (PLS)*)

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Di era globalisasi saat ini, usaha yang berkembang meliputi sektor ekonomi, sosial budaya, dan teknologi, sehingga gaya hidup masyarakat mulai berubah mengikuti zaman. Dalam menjalankan bisnis atau usaha, pemasaran merupakan hal yang perlu diperhatikan, karena tingkat keberhasilan suatu usaha ditentukan dari aspek pemasarannya. Kebaruan dari penelitian ini adalah terdapat variabel yang lebih banyak untuk diteliti.

Jenis pendekatan yang dilakukan oleh penelitian ini yaitu pendekatan kuantitatif dengan jumlah sampel 134 dan metode yang digunakan untuk menganalisis yaitu SEM dengan alat *Smart PLS versi 3.0*. uji yang digunakan adalah uji *Outer Model*, *Uji Inner Model*, Uji Mediasi dan Uji Hipotesis. Berdasarkan hasil uji Validitas menunjukkan bahwa nilai *Loading Factor* lebih dari 0,7 dan nilai AVE lebih dari 0,5 dinyatakan valid, pada uji reliabilitas nilai *Composite Reliability* dan *Cronbach's Alpha* di atas 0,7 dikatakan reliabel.

Dapat disimpulkan bahwa variabel harga (X1) dan kualitas pelayanan (X2) berpengaruh positif dan signifikan terhadap kepuasan konsumen (y). sedangkan variabel promosi (X3) dan lokasi (X4) berpengaruh positif dan tidak signifikan terhadap kepuasan konsumen (y). Dalam uji mediasi variabel harga terhadap kepuasan konsumen dimediasi keputusan pembelian jasa dikatakan *partial mediation*. Variabel kualitas pelayanan terhadap kepuasan konsumen dimediasi keputusan pembelian jasa dikatakan *non mediation*. Variabel promosi terhadap kepuasan konsumen dimediasi keputusan pembelian jasa dikatakan *full mediation*. Variabel lokasi terhadap kepuasan konsumen dimediasi keputusan pembelian jasa dikatakan *simple mediation*.

Kata kunci: Harga, Kualitas Pelayanan, Promosi, Lokasi, Kepuasan Konsumen, Keputusan Pembelian Jasa, dan SEM PLS.