

**ANALYSIS OF PROMOTION, SERVICE QUALITY, TRUST, AND  
COMFORT ON CONSUMER SATISFACTION MEDIATED  
PURCHASING DECISIONS AT LA RESTAURANT ON CV. LAMONGAN  
SPORTS CENTER (METODE STRUCTURAL EQUATION  
MODELLING (SEM)- PARTIAL LEAST SQUARE (PLS))**

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**ABSTRACT**

In the current era of globalization, there are lots of competitions in setting up a business, one of which is the Lamongan Sports Center or commonly known as LSC, a sports center combined with recreation located in the center of Lamongan city. The current era of globalization has become a challenge for an entrepreneur in various situations, both good and bad, these circumstances can lead to competition between companies. The novelty in this study is that there are additional variables so that it becomes 6, namely promotion, service quality, trust, convenience, consumer satisfaction and purchasing decisions. In which one of these variables is used as a mediating variable or intermediary between the dependent variable and the independent variable.

Meanwhile, this research employed quantitative method with total sample of 246 and the method used to analyze it is SEM with the Smart PLS Version 3.0 tool. Several tests used the Outer Model, Inner Model test, mediation test and hypothesis testing.

Furthermore, based on the result of the validity test, it shows that the outer loading factor value is more than 0.7 and the AVE value is more than 0.5 which is declared valid. Meanwhile, the reliability test the Composite Reliability value, and Cronbach's Alpha above 0.7 is said to be reliable. Therefore, it can be said that the variable promotion (X1), service quality (X2), trust (X3), convenience (X4) has a significant positive effect on customer satisfaction (Y).

To conclude with, in the mediation test on the Promotion variable on Consumer Satisfaction mediated by Purchasing Decisions it is said to be simple mediation. While, in the variable Quality of Service on Consumer Satisfaction mediated Purchasing Decision is said to be non-mediation. The variables of Trust and Convenience on Consumer Satisfaction are mediated by Purchasing Decisions, it is said to be partial mediation.

**Keywords:** Promotion, Service Quality, Trust, Convenience, Consumer Satisfaction, Purchase Decision, PLS-SEM

**ANALISIS PROMOSI, KUALITAS PELAYANAN, KEPERCAYAAN, DAN  
KENYAMANAN TERHADAP KEPUASAN KONSUMEN DIMEDIASI  
KEPUTUSAN PEMBELIAN DI LA RESTAURANT PADA CV.  
LAMONGAN SPORTS CENTER  
(METODE STRUCTURAL EQUATION MODELLING (SEM)- PARTIAL  
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**RINGKASAN**

Di era globalisasi saat ini banyak sekali persaingan dalam mendirikan suatu usaha, salah satunya Lamongan *Sports Center* atau yang biasa dikenal dengan nama LSC, pusat olahraga yang digabungkan dengan rekreasi yang terletak di tengah kota Lamongan. Era globalisasi saat ini menjadi suatu tantangan tersendiri bagi seorang pengusaha di berbagai situasi yang baik maupun buruknya suatu keadaan, keadaan tersebut bisa saja memunculkan atau menimbulkan persaingan antar perusahaan. Kebaruan di dalam penelitian ini terdapat penambahan variabel sehingga menjadi 6 yaitu promosi, kualitas pelayanan, kepercayaan, kenyamanan, kepuasan konsumen dan keputusan pembelian. Yang di mana diantara variabel-variabel tersebut salah satunya dijadikan sebagai variabel mediasi atau perantara antara variabel dependent dan variabel independent.

Sedangkan penelitian ini menggunakan metode kuantitatif. Yang dengan jumlah sampel sebanyak 246 dan metode yang digunakan untuk menganalisis yaitu SEM dengan alat *Smart PLS Versi 3.0*. beberapa pengujian yang digunakan adalah *Outer Model*, uji *Inner Model*, uji mediasi dan uji hipotesis.

Berdasarkan hasil uji validitas menunjukkan bahwa nilai *Outer Loading* faktor lebih dari 0,7 dan nilai AVE lebih dari 0,5 dinyatakan valid, pada uji reliabilitas nilai *Composite Reliability*, dan *Cronbach's Alpha* diatas 0,7 dikatakan *Reliable*. Dengan demikian dapat dikatakan bahwa variabel promosi (X1), kualitas pelayanan (X2), kepercayaan (X3), kenyamanan (X4) berpengaruh positif secara signifikan terhadap kepuasan konsumen (Y).

Dalam uji mediasi pada variabel Promosi terhadap Kepuasan Konsumen dimediasi Keputusan Pembelian dikatakan *simple mediation*. Sedangkan pada variabel Kualitas Pelayanan terhadap Kepuasan Konsumen dimediasi Keputusan Pembelian dikatakan *non mediation*. Pada variabel Kepercayaan dan Kenyamanan terhadap Kepuasan Konsumen dimediasi Keputusan Pembelian dikatakan *partial mediation*.

**Kata Kunci:** Promosi, Kualitas Pelayanan, Kepercayaan, Kenyamanan, Kepuasan Konsumen, Keputusan Pembelian, PLS-SEM