

## ABSTRAK

Judul : Pengaruh Harga, Kualitas Produk, dan *Word Of Mouth* Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen Pada Smartphone Samsung Galaxy A Series di Wilayah Citra Raya Tangerang (Dibimbing oleh Drs. Sugiyanto, MM)

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Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas produk, dan *word of mouth* terhadap minat beli ulang melalui kepuasan konsumen pada smartphone Samsung Galaxy A Series. Metode penelitian yang digunakan pada pengambilan sampel adalah *purposive sampling* dengan jumlah sampel sebanyak 190 responden. Responden penelitian ini adalah konsumen yang telah membeli dan menggunakan produk smartphone Samsung Galaxy A Series di wilayah Citra Raya, Tangerang. Penelitian ini menggunakan metode uji validitas, uji reliabilitas, uji asumsi klasik, dan uji analisis jalur (*path analysis*). Hasil penelitian ini menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap kepuasan konsumen, kualitas produk berpengaruh negative dan signifikan terhadap kepuasan konsumen, *word of mouth* berpengaruh positif dan signifikan terhadap kepuasan konsumen, harga berpengaruh negative terhadap minat beli ulang, kualitas produk berpengaruh positif terhadap minat beli ulang, *word of mouth* berpengaruh negative dan signifikan terhadap minat beli ulang, kepuasan konsumen berpengaruh positif dan signifikan terhadap minat beli ulang. Harga, kualitas produk, dan *word of mouth* berpengaruh signifikan terhadap minat beli ulang melalui kepuasan konsumen sebagai variabel intervening.

Kata Kunci : Harga, Kualitas Produk, *Word Of Mouth*, Kepuasan Konsumen, Minat Beli Ulang

**ABSTRACT**

*Title : The Effect of Price, Product Quality, and Word Of Mouth on Repurchase Intention through Customer Satisfaction on Samsung Galaxy A Series Smartphone in the Region Citra Raya, Tangerang (Guided by Drs. Sugiyanto, MM)*

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*This study aims to determine the effect of price, product quality, and word of mouth on repurchase interest through consumer satisfaction on the Samsung Galaxy A Series smartphone. The research method used in sampling is purposive sampling with a sample size of 190 respondents. Respondents of this study are consumers who have bought and used Samsung Galaxy A Series smartphone products in the Citra Raya area, Tangerang. This study uses the validity test method, reliability test, classical assumption test, and path analysis test. The results of this study indicate that price has a positive and significant effect on consumer satisfaction, product quality has a negative and significant effect on consumer satisfaction, word of mouth has a positive and significant effect on consumer satisfaction, price has a negative effect on repurchase interest, product quality has a positive effect on purchase intention. repeat, word of mouth has a negative and significant effect on repurchase interest, consumer satisfaction has a positive and significant effect on repurchase interest. Price, product quality, and word of mouth have a significant effect on repurchase interest through customer satisfaction as an intervening variable.*

*Keyword : Price, Product Quality, Word Of Mouth, Consumer Satisfaction, Repurchase Intention*