

ABSTRAK

Judul : Pengaruh *Product Quality*, *Service Quality* Terhadap *Intention to Repurchase* Melalui *Customer Satisfaction* Pada E-commerce Sociolla.

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Penelitian ini bertujuan untuk mengetahui Pengaruh *Product Quality*, *Service Quality* Terhadap *Intention to Repurchase* Melalui *Customer Satisfaction* Pada E-commerce Sociolla. Populasi pada penelitian ini adalah seluruh konsumen yang pernah berbelanja dan pernah menggunakan produk dari E-commerce Sociolla yang berusia 15 sampai 35 tahun. Metode pengambilan melalui teknik *non-probability sampling* dengan *purposive sampling* diperoleh sampel sebanyak 145 orang. Alat *statistic* yang digunakan adalah *Path Analysis* (Analisis Jalur). Pengolahan data menggunakan *software SPSS* Statistik. Hasil penelitian ini mengindikasikan bahwa *Product Quality* dan *Service Quality* berpengaruh positif pada *Customer Satisfaction*. Kemudian *Service Quality* dan *Customer Satisfaction* berpengaruh positif terhadap *Intention to Repurchase*, sedangkan *Product Quality* tidak berpengaruh terhadap *Intention to Repurchase*. *Customer Satisfaction* menjadi variabel *intervening* bagi *Product Quality*.

Kata kunci: ***Product Quality, Service Quality, Intention to Repurchase, Customer Satisfaction***

ABSTARCT

Title : *The Influence of Product Quality, Service Quality on Intention to Repurchase Through Customer Satisfaction in E-commerce Sociolla*

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This research aims to find out the Effect of Product Quality, Service Quality on Intention to Repurchase Through Customer Satisfaction on E-commerce Sociolla. The population that participates in this research is all the consumers that have bought any products also used products from Sociolla E-commerce aged 15 to 35. By using the non-probability technique sampling with purposive sampling and obtained samples of 145 people. Path Analysis is the statistical tool that have been used in this reseacrh. using SPSS Statistics software as a data processing. The result of this research indicates that Product Quality and Customer Satisfaction have influenced positively to Customer Satisfaction. Service Quality and Customer Satisfaction have positive effect on Intention to Repurchase. Customer Satisfaction is an intervening variable for Product Quality.

Keywords: Product Quality, Service Quality, Intention to Repurchase, Customer Satisfaction