ABSTRAK

Peran *Customer Satisfaction* dalam memediasi *Customer Experience* dan Q*uality Product* terhadap *Repurchase Intention* di UMKM Caspira

Novalia Rakhmah Damayanti
Fakultas Ekonomi, Hukum & Humaniora, Universitas Ngudi Waluyo
Novamaya053@gmail.com

Dosen Pembimbing:
Ari Siswati, M.M.

Penilitian ini bertujuan untuk menganalisis peran *customer satisfaction* dalam memediasi *customer experience* dan *quality product* terhadap *rerpurchase intention* di UMKM caspira. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan teknik pengambilan data purposive sampling dengan 153 responden dimana sudah pernah melakukan pembelian produk di Caspira. Hasil penelitian menunjukan bahwa: 1) *Customer Experience* tidak berpengaruh signifikan terhadap *Repurchase Intention*, 2) *Quality Product* berpengaruh signifikan terhadap *Repurchase Intention,* 3) *Customer Experience* berpengaruh signifikan terhadap *Customer Satisfaction*, 4) *Quality Product* berpengaruh signifikan terhadap *Customer Satisfaction*, 5) *Customer Satisfaction* berpengaruh signifikan terhadap *Repurchase Intention*, 6) *Customer Satisfaction* berpengaruh secara signifikan dalam memediasi *Customer Experience* terhadap *Repurchase Intention*, 7) *Customer Satisfaction* berpengaruh signifikan dalam memediasi *Quality Product* terhadap *Repurchase Intention.* Saran bagi peneliti selanjutnya, disarankan untuk menambah variable lain yang berpotensi mempengaruhi *repurchase intention* seperti *brand image, perceived value,* kepercayaan, atau loyalitas pelanggan, agar dapat memberikan gambaran yang lebih komprehensif mengenai faktor-faktor yang memperngaruhi niat pembelian ulang.

Kata Kunci: *customer satisfaction, customer experience, quality product, repurchase intention.*

ABSTRACT

The role of customer satisfaction in mediating customer experience and product quality on repurchase intention in Caspira's SME

Novalia Rakhmah Damayanti
Faculty of Economics, Law & Humanities, Ngudi Waluyo University
Novamaya053@gmail.com

Supervisior:
Ari Siswati, M.M.

This study aims to analyze the role of customer satisfaction in mediating customer experience and product quality on repurchase intention in Caspira MSMEs. This study uses a quantitative approach with the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with purposive sampling data collection techniques with 153 respondents who have purchased products at Caspira. The results of the study show that: 1) Customer Experience does not have a significant effect on Repurchase Intention, 2) Product Quality has a significant effect on Repurchase Intention, 3) Customer Experience has a significant effect on Customer Satisfaction, 4) Product Quality has a significant effect on Customer Satisfaction, 5) Customer Satisfaction significantly affects Repurchase Intention, 6) Customer Satisfaction significantly mediates Customer Experience on Repurchase Intention, 7) Customer Satisfaction significantly mediates Product Quality on Repurchase Intention. Suggestions for further researchers, it is recommended to add other variables that have the potential to influence repurchase intention such as brand image, perceived value, trust, or customer loyalty, in order to provide a more comprehensive picture of the factors that influence repurchase intention.

Keywords: customer satisfaction, customer experience, product quality, repurchase intention.