

ABSTRAK

PERAN MEDIASI KEPUASAN KONSUMEN PADA PENGARUH MEDIA KOMUNIKASI PEMASARAN INSTAGRAM, WORD OF MOUTH, HARGA, DAN KUALITAS PRODUK TERHADAP MINAT BELI ULANG KONSUMEN DI KOSMETIK BAE JOGJA

Rosa Kurniati
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui apakah (1) media komunikasi pemasaran Instagram berpengaruh positif terhadap kepuasan konsumen, (2) *word of mouth* berpengaruh positif terhadap kepuasan konsumen, (3) harga berpengaruh positif terhadap kepuasan konsumen, (4) kualitas produk berpengaruh positif terhadap kepuasan konsumen, (5) media komunikasi pemasaran Instagram berpengaruh positif terhadap minat beli ulang, (6) *word of mouth* berpengaruh positif terhadap minat beli ulang, (7) harga berpengaruh positif terhadap minat beli ulang, (8) kualitas produk berpengaruh positif terhadap minat beli ulang, (9) kepuasan konsumen berpengaruh positif terhadap minat beli ulang, (10) kepuasan konsumen memediasi pengaruh media komunikasi pemasaran Instagram terhadap minat beli ulang, (11) kepuasan konsumen memediasi pengaruh *word of mouth* terhadap minat beli ulang, (12) kepuasan konsumen memediasi pengaruh harga terhadap minat beli ulang, (13) kepuasan konsumen memediasi pengaruh kualitas produk terhadap minat beli ulang. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara *online* tentang media komunikasi pemasaran Instagram, *word of mouth*, harga, kualitas produk, kepuasan konsumen, dan minat beli ulang kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* dan menggunakan aplikasi *WarpPLS 6.0*. Hasil penelitian ini menunjukkan bahwa: (1) media komunikasi pemasaran Instagram berpengaruh positif terhadap kepuasan konsumen, (2) *word of mouth* tidak berpengaruh positif terhadap kepuasan konsumen, (3) harga berpengaruh positif terhadap kepuasan konsumen, (4) kualitas produk berpengaruh positif terhadap kepuasan konsumen, (5) media komunikasi pemasaran Instagram berpengaruh positif terhadap minat beli ulang, (6) *word of mouth* tidak berpengaruh positif terhadap minat beli ulang, (7) harga berpengaruh positif terhadap minat beli ulang, (8) kualitas produk tidak berpengaruh positif terhadap minat beli ulang, (9) kepuasan konsumen berpengaruh positif terhadap minat beli ulang, (10) kepuasan konsumen memediasi pengaruh media komunikasi pemasaran Instagram terhadap minat beli ulang, (11) kepuasan konsumen tidak memediasi pengaruh *word of mouth* terhadap minat beli ulang, (12) kepuasan konsumen memediasi pengaruh harga terhadap minat beli ulang, (13) kepuasan konsumen memediasi pengaruh kualitas produk terhadap minat beli ulang.

Kata Kunci : Media Komunikasi Pemasaran Instagram, *Word of Mouth*, Harga, Kualitas Produk, Kepuasan Konsumen, dan Minat beli Ulang.

ABSTRACT

THE ROLE OF CONSUMER SATISFACTION IN MEDIATING THE INFLUENCE OF INSTAGRAM MARKETING COMMUNICATIONS, WORD OF MOUTH, PRICE, AND PRODUCT QUALITY TOWARDS REPURCHASE INTEREST OF BAE COSMETICS JOGJA

Rosa Kurniati
Sanata Dharma University
Yogyakarta
2020

This research aims to find out whether (1) Instagram marketing communication has a positive influence on consumer satisfaction, (2) word of mouth has a positive influence on consumer satisfaction, (3) price has a positive influence on customer satisfaction, (4) product quality has a positive influence on customer satisfaction, (5) Instagram marketing communication has a positive influence on repurchase interest, (6) word of mouth has a positive influence on repurchase interest, (7) price has a positive influence on repurchase interest, (8) product quality has a positive influence on repurchase interest, (9) consumer satisfaction has a positive influence on repurchase interest, (10) consumer satisfaction mediates the influence of Instagram marketing communication towards repurchase interest, (11) consumer satisfaction mediates the influence of word of mouth towards repurchase interest, (12) consumer satisfaction mediates the influence of price towards repurchase intention, (13) consumer satisfaction mediates the influence of product quality towards repurchase interest. The sampling technique used purposive sampling. Data was obtained by distributing online questionnaires about Instagram marketing communication media, word of mouth, prices, product quality, customer satisfactions and repurchase interest to 100 respondents. The data analysis technique in this study is Partial Least Square and uses the WarpPLS 6.0. application. The results of this research indicate that: (1) Instagram marketing communication media had a positive influence towards consumer satisfaction, (2) word of mouth had no positive influence towards consumer satisfaction, (3) price had a positive influence towards customer satisfaction, (4) product quality had a positive influence towards customer satisfaction, (5) Instagram marketing communication had a positive influence towards repurchase interest, (6) word of mouth had no positive influence towards repurchase interest, (7) price had a positive influence towards repurchase interest, (8) product quality had no positive influence towards repurchase interest, (9) consumer satisfaction had a positive influence on repurchase interest, (10) consumer satisfaction mediated the influence of Instagram marketing communication media towards repurchase interest, (11) consumer satisfaction did not mediate the influence of word of mouth towards repurchase interest, (12) consumer satisfaction mediated the influence of price towards repurchase intention, (13) consumer satisfaction mediated the influence of product quality towards repurchase interest.

Keywords: Instagram marketing communication media, Word of mouth, Price, Product Quality, Customer Satisfaction, and Repurchase Interest