

## ABSTRAK

### PENGARUH PROMOSI DI MEDIA SOSIAL, PERSEPSI KUALITAS, DAN INOVASI PRODUK TERHADAP MINAT BELI ULANG PRODUK *SKINCARE* SOMETHINC DENGAN DIMEDIASI KEPUASAN KONSUMEN

Arsita Melanie Duha  
Universitas Sanata Dharma  
Yogyakarta  
2022

Penelitian ini bertujuan untuk mengetahui apakah : (1) promosi di media sosial berpengaruh signifikan terhadap minat beli ulang produk *skincare* Somethinc dengan dimediasi kepuasan konsumen, (2) persepsi kualitas berpengaruh signifikan terhadap minat beli ulang produk *skincare* Somethinc dengan dimediasi kepuasan konsumen, (3) inovasi produk berpengaruh signifikan terhadap minat beli ulang produk *skincare* Somethinc dengan dimediasi kepuasan konsumen. Populasi dalam penelitian ini adalah konsumen yang pernah memakai produk *skincare* Somethinc minimal dua kali dalam tiga bulan terakhir dan berdomisili di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*. Peneliti memperoleh data dengan membagikan kuesioner secara online melalui *google form* kepada 100 responden. Analisis data dalam penelitian ini menggunakan *Partial Least Square* (PLS) dengan menggunakan aplikasi *WarpPLS* 7.0. hasil penelitian ini adalah : (1) promosi di media sosial berpengaruh signifikan terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen, (2) persepsi kualitas berpengaruh signifikan terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen, (3) inovasi produk berpengaruh signifikan terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen.

**Kata kunci** : Promosi di Media Sosial, Persepsi Kualitas, Inovasi Produk, Kepuasan Konsumen, dan Minat Beli Ulang.

## ABSTRACT

### THE INFLUENCE OF SOCIAL MEDIA PROMOTION, PERCEPTION OF QUALITY, AND PRODUCT INNOVATION TOWARDS REPURCHASE INTEREST OF SOMETHINC SKINCARE PRODUCTS WITH CONSUMER SATISFACTION AS A MEDIATING VARIABLE

Arsita Melanie Duha  
Sanata Dharma University  
Yogyakarta  
2022

This study aims to find out whether: (1) promotion on social media has a significant influence towards repurchase interest in Somethinc skincare products mediated by consumer satisfaction, (2) perceived quality has a significant influence towards repurchase interest in Somethinc skincare products mediated by consumer satisfaction, (3) product innovation has a significant influence towards the repurchase interest of Somethinc skincare products mediated by consumer satisfaction. The population in this study is the consumers who lives in Special Region of Yogyakarta and have used Somethinc skincare products at least twice in the last three months. The sampling technique used purposive sampling. Researchers obtained data by distributing online questionnaires via google form to 100 respondents. Data analysis in this study used Partial Least Square (PLS) using the WarpPLS 7.0 application. The results of this study are: (1) promotion on social media had a significant influence towards repurchase intention partially mediated by consumer satisfaction, (2) perceived quality has a significant influence towards repurchase interest partially mediated by consumer satisfaction, (3) product innovation has a significant influence on repurchase interest partially mediated by consumer satisfaction.

**Keywords:** Promotion on Social Media, Perception of Quality, Product Innovation, Consumer Satisfaction, and Repurchase Interest.