

**ABSTRAK**

**KEPUASAN KONSUMEN SEBAGAI MEDIASI PENGARUH  
ELECTRONIC WORD OF MOUTH, KUALITAS LAYANAN, KUALITAS  
PRODUK, DAN STORE ATMOSPHERE TERHADAP MINAT BELI  
ULANG MIE GACOAN DI YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara langsung *electronic word of mouth* terhadap minat beli ulang, 2) Pengaruh secara langsung kualitas layanan terhadap minat beli ulang, 3) Pengaruh secara langsung kualitas produk terhadap minat beli ulang, 4) Pengaruh secara langsung *store atmosphere* terhadap minat beli ulang, 5) Peran kepuasan konsumen dalam memediasi pengaruh *electronic word of mouth* terhadap minat beli ulang, 6) Peran kepuasan konsumen dalam memediasi pengaruh kualitas layanan terhadap minat beli ulang, 7) Peran kepuasan konsumen dalam memediasi pengaruh kualitas produk terhadap minat beli ulang, 8) Peran kepuasan konsumen dalam memediasi pengaruh *store atmosphere* terhadap minat beli ulang. Populasi dalam penelitian ini yaitu seluruh masyarakat yang pernah mengonsumsi produk Mie Gacoan di cabang Daerah Istimewa Yogyakarta sedangkan sampel yang dipakai untuk penelitian ini yaitu 110 orang konsumen Mie Gacoan yang membeli produk Mie Gacoan secara *dine in* minimal 2 x dalam 3 bulan terakhir di cabang Mie Gacoan Daerah Istimewa Yogyakarta. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability* dengan metode *purposive sampling*. Analisis data yang dilakukan dalam penelitian ini menggunakan *Partial Least Square* (PLS) dengan *WarpPLS 8.0*. Hasil yang didapat dalam penelitian ini menunjukkan bahwa: 1) *Electronic word of mouth* secara langsung tidak berpengaruh terhadap minat beli ulang, 2) Kualitas layanan secara langsung tidak berpengaruh terhadap minat beli ulang, 3) Kualitas produk secara langsung berpengaruh terhadap minat beli ulang, 4) *Store atmosphere* secara langsung tidak berpengaruh terhadap minat beli ulang, 5) Kepuasan konsumen memediasi penuh (*full mediation*) pengaruh *electronic word of mouth* terhadap minat beli ulang, 6) Kepuasan konsumen memediasi penuh (*full mediation*) pengaruh kualitas layanan terhadap minat beli ulang, 7) Kepuasan konsumen memediasi sebagian (*partial mediation*) pengaruh kualitas produk terhadap minat beli ulang, 8) Kepuasan konsumen memediasi penuh (*full mediation*) pengaruh *store atmosphere* terhadap minat beli ulang.

Kata Kunci: *Electronic Word of Mouth*, Kualitas Layanan, Kualitas Produk, *Store Atmosphere*, Kepuasan Konsumen, dan Minat Beli Ulang.

**ABSTRACT**

**CONSUMER SATISFACTION AS A MEDIATION OF THE INFLUENCE  
OF ELECTRONIC WORD OF MOUTH, SERVICE QUALITY, PRODUCT  
QUALITY, AND STORE ATMOSPHERE ON THE REPURCHASE  
INTENTION MIE GACOAN IN YOGYAKARTA**

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*This study aims to find out: 1) The direct influence of electronic word of mouth on repurchase intention, 2) The direct effect of service quality on repurchase intention, 3) The direct influence of product quality on repurchase intention, 4) The direct influence of store atmosphere on repurchase intention, 5) The role of consumer satisfaction in mediating the influence of electronic word of mouth on repurchase intention, 6) The role of consumer satisfaction in mediating the effect of service quality on repurchase intention, 7) The role of consumer satisfaction in mediating the effect of product quality on repurchase intention, 8) The role of consumer satisfaction in mediating the influence of store atmosphere on repurchase intention. The population in this study is all people who have consumed Mie Gacoan products at the Yogyakarta Special Region branch, while the sample used for this study is 110 Mie Gacoan consumers who bought Mie Gacoan products dine-in at least 2 times in the last 3 months at the Mie Gacoan branch of the Special Region of Yogyakarta. The sampling technique in this study uses non-probability with a purposive sampling method. Data analysis conducted in this study used Partial Least Square (PLS) with WarpPLS 8.0. The results obtained in this study show that: 1) Electronic word of mouth directly does not affect repurchase intention, 2) Service quality directly does not affect repurchase intention, 3) Product quality directly affects repurchase intention, 4) Store atmosphere directly does not affect repurchase intention, 5) Consumer satisfaction fully mediates the influence of electronic word of mouth on repurchase intention, 6) Consumer satisfaction fully mediates the effect of service quality on repurchase intention, 7) Consumer satisfaction partially mediates the effect of product quality on repurchase intention, 8) Consumer satisfaction fully mediates the influence of store atmosphere on repurchase intention.*

*Keywords:* *Electronic Word Of Mouth, Service Quality, Product Quality, Store Atmosphere, Consumer Satisfaction, and Repurchase Intention.*