

PENGARUH CITRAMEREK DAN HARGA TERHADAP MINATBELI ULANG DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING PADA DWSP *WHEEL AND AUTOSHOP*

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ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh citra merek dan harga terhadap minat beli ulang dengan kepuasan pelanggan sebagai variabel mediasi. Penelitian dilakukan di Kota Padang dengan melibatkan 80 responden. Responden dipilih menggunakan teknik *purposive sampling*. Instrumen penelitian yang digunakan berupa kuesioner. diuji dengan menggunakan uji validitas dan reliabilitas untuk mengetahui ketepatan dan konsistensi dari kuesioner tersebut. Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif terhadap kepuasan pelanggan pada DWSP *Wheel and Autoshop* di Kota Padang, Citra merek tidak berpengaruh terhadap Minat Beli Ulang pada pelanggan DWSP *Wheel and Autoshop* di Kota Padang, Harga tidak berpengaruh terhadap Kepuasan pelanggan pada DWSP *Wheel and Autoshop* di Kota Padang, Harga tidak berpengaruh terhadap Minat Beli Ulang pada pelanggan DWSP *Wheel and Autoshop* di Kota Padang. Kepuasan pelanggan berpengaruh positif terhadap Minat Beli Ulang. Kepuasan pelanggan mampu memediasi secara sempurna hubungan antara citra merek terhadap minat beli ulang pelanggan DWSP *Wheel and Autoshop* di Kota Padang. Kepuasan pelanggan tidak mampu memediasi hubungan antara harga terhadap minat beli ulang pelanggan DWSP *Wheel and Autoshop* di Kota Padang.

Kata kunci: Minat beli ulang, kepuasan pelanggan, citra merek, harga

THE INFLUENCE OF BRAND IMAGES AND PRICES ON RE-BUYING INTERESTS WITH CUSTOMER SATISFACTION AS AGAINST VARIABLES ON WHEEL AND AUTOSHOP DWSP

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ABSTRACT

This study tries to explain the brand image and price of repurchase interest with customer satisfaction as a mediating variable. The study was conducted in the city of Padang involving 80 respondents. Respondents were selected using a purposive sampling technique with a minimum criteria of 20 years old, who already has a job, domiciled in Padang City and a minimum of two purchases at the DWSP Wheel and Autoshop in Padang City. . The research instrument used was a questionnaire. The questionnaire is appreciated by using the validity and reliability test to determine the accuracy and consistency of the questionnaire. The results showed that the Citra Company positively affected the Customer Satisfaction of DWSP Wheel and Autoshop customers in Padang City, Citra Company did not support the Repurchase Interest. Although positively related to the Repurchase Interest of DWSP Wheel and Autoshop customers in the city of Padang,. Price does not affect Satisfaction Although it is positively related to Satisfaction with DWSP Wheel and Autoshop customers in Padang City, Price does not focus on Repurchase Interest. Although positively related to the Buyback Interest in DWSP Wheel and Autoshop customers in Padang City. Positive Customer Satisfaction with Repurchase Interest of Wheel and Autoshop DWSP customers in Padang City, Satisfaction as mediation between Corporate Image of Interest is not challenging. Although positively related to the Buyback Interest in DWSP Wheel and Autoshop customers in Padang City.

Keywords: Repurchase intention, customer satisfaction, brand image, price