

Analisis pengaruh antara quality perspective terhadap repurchase intention dengan mediasi price level dan customer satisfaction di Provider by.U = Analysis of the influence of quality perspective on repurchase intention with the mediation of price level and customer satisfaction in by.U Provider

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Abstrak

Penelitian ini dimaksudkan untuk mengembangkan kerangka kerja dari sudut pandang kualitas (quality perspective) terhadap niat membeli kembali (repurchase intention) dalam konteks penyedia layanan digital by.U. Penelitian ini juga menganalisis peran mediasi dari tingkat harga (price level) dan kepuasan pelanggan (customer satisfaction). Penelitian ini menggunakan studi empiris dengan metode kuantitatif melalui survei kuesioner kepada 180 pengguna by.U. Metode Maximum Likelihood (ML) digunakan dengan jumlah sampel minimal lima kali jumlah parameter bebas dalam model. Structural Equation Modeling (SEM) diterapkan untuk memverifikasi kerangka penelitian.

Hasil Penelitian ini adalah

Perceived Enjoyment dan Perceived Ease of Use berpengaruh terhadap Customer Satisfaction sedangkan Expectation tidak berpengaruh terhadap customer satisfaction, customer satisfaction dan customer trust berpengaruh terhadap Repurchase Intention sedangkan customer trust tidak memiliki pengaruh terhadap Repurchase Intention, Price Level memiliki pengaruh Terhadap Repurchase Intention, Customer Satisfaction, Customer trust, Customer Commitment memiliki pengaruh Positif Terhadap Price Level, Customer Satisfaction dan Customer Trust terhadap Repurchase Intention berhasil dimediasi oleh Price Level sedangkan Customer Commitment tidak, Perceived Ease Of Use dan Perceived Enjoyment Terhadap Price Level berhasil dimediasi Customer Satisfaction sedangkan Expectation tidak, Perceived Enjoyment Terhadap Repurchase Intention berhasil dimediasi Customer Satisfaction sedangkan expectation dan Perceived Ease of Use tidak, Perceived Enjoyment Terhadap Repurchase Intention berhasdil dimediasi Customer Satisfaction Dan Price Level sedangkan expectation dan Perceived ease of use tidak berhasil.

.....This study is intended to develop a framework from the quality perspective on repurchase intention in the context of the digital service provider by.U. Additionally, this research examines the mediating roles of price level and customer satisfaction. The research employs an empirical study with quantitative methods through a questionnaire survey of 180 by.U users. The Maximum Likelihood (ML) method is utilized with a sample size of at least five times the number of free parameters in the model. Structural Equation Modeling (SEM) is applied to verify the research framework.

The results of this study are Perceived Enjoyment and Perceived Ease of Use have an effect on Customer Satisfaction while Expectation has no effect on customer satisfaction, customer satisfaction and customer trust have an effect on Repurchase Intention while customer trust has no effect on Repurchase Intention, Price Level has an influence on Repurchase Intention, Customer Satisfaction, Customer trust, Customer Commitment has a positive influence on Price Level, Customer Satisfaction and Customer Trust on

Repurchase Intention are successfully mediated by Price Level while Customer Commitment is not, Perceived Ease Of Use and Perceived Enjoyment on Price Level are successfully mediated by Customer Satisfaction while Expectation is not, Perceived Enjoyment on Repurchase Intention is successfully mediated by Customer Satisfaction while Expectation and Perceived Ease of Use are not, Perceived Enjoyment on Repurchase Intention is successfully mediated by Customer Satisfaction and Price Level while Expectation and Perceived ease of use are not successful.