

ABSTRACT

This research aims to analyze the effect of the quality of the website, product quality, price, service quality and repurchase intention. The object of this research is elevelandia customers at the University of Mercu Buana and the number of samples specified is 275 respondents using the calculation method based on the formula of the heir indicator number multiplied by 5. Method of withdrawal of samples using Convenience Sampling. Using the method of data collection Method survey, with research instrument is the questionnaire. Data analysis using the method of Partial Least Square (PLS). This research proves that the quality of the websites of influential positive and insignificant towards customer satisfaction. The quality of products in a positive and significant effect against customer satisfaction at elevelandia. Quality of service in a positive and significant effect against customer satisfaction elevelandia. Price positive and significant effect against customer satisfaction elevelandia. The quality of the product and not the positive effect is not significantly to buy interest. Quality of service in a positive and significant effect against the interest to buy. The price effect positively and significantly to buy interest. Customer satisfaction the positive effect against interest buy back.

Keywords: The quality of the website , The quality of the product , Price , Service Quality, Repurchase Intention.



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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas website, kualitas produk, harga, kualitas pelayanan dan minat beli ulang. Objek penelitian ini adalah pelanggan elevania di Universitas Mercu Buana dan jumlah sampel yang ditentukan adalah 275 responden dengan menggunakan metode perhitungan berdasarkan rumus heir jumlah indikator dikalikan 5. Metode penarikan sampel menggunakan *Convenience Sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square* (PLS). Penelitian membuktikan bahwa kualitas website berpengaruh positif dan tidak signifikan terhadap kepuasan pelanggan. Kualitas produk berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan pada elevania. Kualitas pelayanan berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan elevania. Harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan elevania. Kualitas produk berpengaruh positif tidak dan tidak signifikan terhadap minat beli ulang. Kualitas pelayanan berpengaruh secara positif dan signifikan terhadap minat beli ulang. Harga berpengaruh secara positif dan signifikan terhadap minat beli ulang. Kepuasan pelanggan berpengaruh positif terhadap minat beli ulang.

Kata kunci: Kualitas website, Kualitas produk, Harga, Kualitas pelayanan, Minat beli ulang.

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