

## ABSTRAK

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Judul Laporan Skripsi : ANALISIS PENGARUH KUALITAS PELAYANAN DAN TESTIMONI PELANGGAN TERHADAP KEPUASAN KONSUMEN DAN PEMBELIAN KEMBALI DI RITEL BUAH GOFRUIT MENGGUNAKAN METODE SEM-PLS  
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**Abstrak.** Meningkatnya permintaan buah dan sayur segar pada masa pandemic tidak diikuti dengan kepuasan dan pembelian kembali pelanggan GOFRUIT. Penelitian ini bertujuan mengidentifikasi pengaruh kualitas pelayanan, testimoni terhadap pembelian kembali melalui mediasi kepuasan konsumen, menggunakan metode SEM-PLS. Batasan penelitian terfokus di toko buah dan sayur GOFRUIT Puri Indah periode 2020-2021. Dengan hipotesis yang diajukan adalah: H1 menguji pengaruh kualitas pelayanan dengan kepuasan pelanggan. H2 menguji pengaruh testimoni terhadap kepuasan pelanggan. H3 menguji pengaruh kualitas pelayanan terhadap pembelian kembali melalui kepuasan pelanggan. H4 menguji pengaruh testimoni terhadap pembelian kembali pelanggan melalui kepuasan pelanggan. H5 menguji pengaruh kualitas pelayanan terhadap pembelian kembali, H6 menguji pengaruh testimoni terhadap pembelian kembali pelanggan. H7 menguji pengaruh kepuasan pelanggan terhadap pembelian kembali. Hasil penelitian menunjukkan bahwa: H1, Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. H2 testimoni berpengaruh signifikan kepuasan pelanggan. H5 kualitas pelayanan berpengaruh positif dan signifikan terhadap pembelian kembali. H6, testimoni berpengaruh positif dan signifikan terhadap pembelian kembali.

Kata kunci: kualitas pelayanan, testimoni, kepuasan pelanggan, pembelian kembali.

## **ABSTRACT**

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Title Internship Report : ANALYSIS OF THE EFFECT OF SERVICE  
QUALITY AND CUSTOMER TESTIMONY ON  
CUSTOMER SATISFACTION AND  
REPURCHASE IN GOFRUIT FRUIT RETAIL  
USING THE SEM-PLS METHOD  
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**Abstract.** *The increased demand for fresh fruit and vegetables during the pandemic was not followed by GOFRUIT customer satisfaction and repurchase. This study aimed to identify the effect of service quality, testimonials on repurchase through mediation of customer satisfaction, using the SEM-PLS method. Research limitations focused on GOFRUIT Puri Indah fruit and vegetable shops for the 2020-2021 period. The hypothesis proposed is: H1 examines the effect of service quality on customer satisfaction. H2 examines the effect of testimonials on customer satisfaction. H3 examines the effect of service quality on repurchase through customer satisfaction. H4 examines the effect of testimonials on customer repurchase through customer satisfaction. H5 test the effect of service quality on repurchase, H6 test the effect of testimonials on customer repurchase. H7 examines the effect of customer satisfaction on repurchase. The results of the study show that: H1, Service quality has a positive and significant effect on customer satisfaction. H2 testimonials have a significant effect on customer satisfaction. H5 Service quality has a positive and significant effect on repurchase. H6, testimonials have a positive and significant effect on repurchase.*

**Keywords:** *service quality, testimonials, customer satisfaction, repurchase.*