

ABSTRACT

This research aims to examine the influence of product quality, price and service quality on interest in repurchasing aluminum mediated by customer satisfaction (study at CV. CAHAYA PERKASA METALINDO). The approach to this research is a quantitative approach with data sources in the form of primary data. This research was conducted in Bulutengger Village, Kec. Now District Lamongan involving 80 respondents selected using the Purposive Sampling method. The population in this study were all CV customers. CAHAYA MIGHTY METALINDO. This research uses multiple linear regression. The methods used are validity and reliability tests, descriptive statistical analysis, normality tests, autocorrelation tests, multicollinearity tests, heteroscedasticity tests, hypothesis tests. The results of this research show that product quality has no effect on interest in repurchasing aluminum, price has an influence on interest in repurchasing aluminum, service quality has an influence on interest in repurchasing aluminum, customer satisfaction has no influence on interest in repurchasing aluminum, and the results of the research show that customer satisfaction is not affordable. mediates the influence of product quality on repurchase interest, customer satisfaction is able to mediate the influence of price on repurchase interest, customer satisfaction is able to mediate the influence of service quality on repurchase interest.

ABSTRAK

Penelitian ini bertujuan untuk mengkaji Pengaruh Kualitas Produk, Harga, Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Alumunium Dimediasi Dengan Kepuasan Pelanggan (studi pada CV. CAHAYA PERKASA METALINDO). Pendekatan pada penelitian ini adalah pendekatan kuantitatif dengan sumber data berupa data primer. Penelitian ini dilakukan di Desa Bulutengger Kec. Sekaran Kab. Lamongan dengan melibatkan 80 responden yang dipilih menggunakan metode *Purposive Sampling*. Populasi pada penelitian ini adalah seluruh pelanggan CV. CAHAYA PERKASA METALINDO. Penelitian ini menggunakan regresi linier berganda. Metode yang digunakan adalah uji validitas dan reabilitas, analisis statistik deskriptif, uji normalitas, uji autokorelasi, uji multikoleniaritas, uji heteroskedastisitas, uji hipotesis. Hasil penelitian ini menunjukkan bahwa kualitas produk tidak berpengaruh terhadap minat beli ulang alumunium, harga berpengaruh terhadap minat beli ulang alumunium, kualitas pelayanan berpengaruh terhadap minat beli ulang alumunium, kepuasan pelanggan tidak berpengaruh terhadap minat beli ulang alumunium, dan hasil penelitian menunjukkan kepuasan pelanggan tidak mampu memediasi pengaruh kualitas produk terhadap minat beli ulang, kepuasan pelanggan mampu memediasi pengaruh harga terhadap minat beli ulang, kepuasan pelanggan mampu memediasi pengaruh kualitas pelayanan terhadap minat beli ulang.