

**PENGARUH *PERCEIVED QUALITY* DAN *CUSTOMER EXPERIENCE* TERHADAP
MINAT BELI ULANG MELALUI KEPUASAN PELANGGAN SEBAGAI
VARIABEL INTERVENING PADA SMA GLOBAL PRIMA MEDAN**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui apakah *Perceived Quality* dan *Customer Experience* berpengaruh terhadap Minat Beli Ulang melalui Kepuasan Pelanggan sebagai variabel intervening pada SMA Global Prima Medan. Penelitian dilakukan terhadap siswa pada SMA Global Prima Medan. Populasi dalam penelitian ini sebanyak 227 orang. Penentuan jumlah sampel pada penelitian ini ditentukan dengan menggunakan rumus Slovin dan diperoleh jumlah sampel sebanyak 145 orang. Teknik pengumpulan data yang digunakan adalah data primer berupa kuesioner dan data sekunder yang diperoleh melalui studi dokumentasi. Teknik analisis data menggunakan data kuantitatif yang diolah dengan program SPSS versi 25, yaitu uji t, uji sobel dan analisis jalur. Hasil yang didapat dalam penelitian ini menunjukkan 1) terdapat pengaruh positif dan signifikan antara *Perceived Quality* terhadap Kepuasan Pelanggan, 2) terdapat pengaruh positif dan signifikan antara *Customer Experience* terhadap Kepuasan Pelanggan, 3) terdapat pengaruh positif dan signifikan antara *Perceived Quality* terhadap Minat Beli Ulang, 4) terdapat pengaruh positif dan signifikan antara *Customer Experience* terhadap Minat Beli Ulang, 5) terdapat pengaruh positif dan signifikan antara Kepuasan Pelanggan terhadap Minat Beli Ulang, 6) Terdapat pengaruh antara *Perceived Quality* terhadap Minat Beli Ulang melalui Kepuasan Pelanggan sebagai variabel intervening, 7) Terdapat pengaruh antara *Customer Experience* terhadap Minat Beli Ulang melalui Kepuasan Pelanggan sebagai variabel intervening.

Kata Kunci : *Customer Experience*, Kepuasan Pelanggan, Minat Beli Ulang, dan *Perceived Quality*.

**THE EFFECT OF PERCEIVED QUALITY AND CUSTOMER EXPERIENCE ON
REPURCHASE INTEREST THROUGH CUSTOMER SATISFACTION AS AN
INTERVENING VARIABLE AT SMA GLOBAL PRIMA MEDAN**

ABSTRACT

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This study aims to determine whether Perceived Quality and Customer Experience influence Repurchase Intention through Customer Satisfaction as an intervening variable at SMA Global Prima Medan. The study was conducted on students at SMA Global Prima Medan. The population in this study was 227 people. Determination of the number of samples in this study was determined using the Slovin formula and obtained a sample size of 145 people. Data collection techniques used were primary data in the form of questionnaires and secondary data obtained through documentation studies. Data analysis techniques used quantitative data processed with the SPSS program version 25, namely the t-test, Sobel test and path analysis. The results obtained in this research show 1) there is a positive and significant influence between Perceived Quality on Customer Satisfaction, 2) there is a positive and significant influence between Customer Experience on Customer Satisfaction, 3) there is a positive and significant influence between Perceived Quality on Repurchase Intention, 4) there is a positive and significant influence between Customer Experience on Repurchase Intention, 5) there is a positive and significant influence between Customer Satisfaction on Repurchase Intention, 6) There is an influence between Perceived Quality on Repurchase Intention through Customer Satisfaction as a variable intervening, 7) There is an influence between Customer Experience on Repurchase Intention through Customer Satisfaction as an intervening variable.

Keywords: *Customer Experience, Customer Satisfaction, Perceived Quality, and Repurchase Intention.*