

ABSTRACT

Nicholas Rafael Lai

03013210044

THE EFFECTS OF PRICE FAIRNESS AS MODERATOR FOR SERVICE QUALITY, E-WOM, AND PRODUCT VARIATION ON REPURCHASE INTENTION AT THE BREWING SPACE CAFÉ MEDAN

(xii+, 158 pages; 7 figures; 40 tables; 15 appendixes)

The study investigates whether service quality, electronic word of mouth (E-WoM), and product variation influence repurchase intention, with price fairness as a moderating variable. This research aims to examine both the direct and moderated effects of these independent variables on repurchase intention.

The methodology used is quantitative, descriptive, and causal research, analyzed through Partial Least Square - Structural Equation Modeling (PLS-SEM) using SmartPLS. A total of 100 respondents participated using a random sampling technique. The data underwent validity and reliability tests, and both outer and inner model analyses.

The results indicate that service quality, E-WoM, and product variation significantly influence repurchase intention. Furthermore, price fairness significantly moderates the relationship between each independent variable and repurchase intention. The R^2 value indicates a strong model fit, demonstrating that the independent variables account for a substantial proportion of the variance in repurchase intention.

Recommendations for The Brewing Space Café Medan include improving personalized service delivery, enhancing online engagement strategies, diversifying menu offerings, and maintaining transparent and competitive pricing. These strategies are expected to foster customer loyalty and encourage repeated purchase.

Keywords: Service Quality, Electronic Word of Mouth (E-WoM), Product Variation, Price Fairness, Repurchase Intention

References: 55 (1991-2025)

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(xii+, 158 halaman; 7 gambar; 40 tabel; 15 lampiran)

Penelitian ini menyelidiki apakah kualitas layanan, electronic word of mouth (E-WoM), dan variasi produk mempengaruhi niat pembelian ulang, dengan keadilan harga sebagai variabel pemoderasi. Penelitian ini bertujuan untuk menguji baik pengaruh langsung maupun pengaruh terkontrol dari variabel independen terhadap niat pembelian ulang.

Metodologi yang digunakan adalah penelitian kuantitatif, deskriptif, dan kausal yang dianalisis melalui Partial Least Square - Structural Equation Modeling (PLS-SEM) menggunakan SmartPLS. Sebanyak 100 responden berpartisipasi menggunakan teknik pengambilan sampel acak. Data diuji untuk validitas dan reliabilitas, serta dilakukan analisis model luar dan dalam.

Hasil penelitian menunjukkan bahwa kualitas layanan, E-WoM, dan variasi produk memiliki pengaruh signifikan terhadap niat pembelian ulang. Selain itu, keadilan harga secara signifikan memoderasi hubungan antara setiap variabel independen dan niat pembelian ulang. Nilai R^2 menunjukkan kecocokan model yang kuat, yang menunjukkan bahwa variabel independen menjelaskan proporsi yang substansial dari varians dalam niat pembelian ulang.

Rekomendasi untuk The Brewing Space Café Medan mencakup peningkatan pengiriman layanan yang dipersonalisasi, meningkatkan strategi keterlibatan online, mendiversifikasi tawaran menu (misalnya, menambahkan pilihan vegetarian), dan menjaga harga yang transparan dan kompetitif. Strategi-strategi ini diharapkan dapat meningkatkan loyalitas pelanggan dan mendorong pembelian ulang.

Kata Kunci: Kualitas Layanan, Electronic Word of Mouth (E-WoM), Variasi Produk, Keadilan Harga, Niat Pembelian Ulang

Referensi: 55 (1991-2025)