

ABSTRAK

Nama : Siti Ahda Wiah

NIM : (3012221120)

Judul :

Pengaruh Kelengkapan Produk dan Kualitas Pelayanan Terhadap Keputusan Pembelian Melalui Kepuasan Konsumen

(Studi kasus pada Hemat Toserba dan Grosir Di Kabupaten

Cianjur)

Penelitian ini bertujuan untuk menganalisis pengaruh kelengkapan produk dan kualitas pelayanan terhadap keputusan pembelian melalui kepuasan konsumen pada Hemat Toserba dan Grosir di Kabupaten Cianjur. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada konsumen Hemat Toserba dan Grosir, kemudian dianalisis menggunakan metode **Structural Equation Modeling–Partial Least Squares (SEM-PLS)**.

Hasil penelitian ini menunjukkan bahwa pengaruh kelengkapan produk dan kualitas pelayanan terhadap keputusan pembelian melalui kepuasan konsumen pada Hemat Toserba dan Grosir di Kabupaten Cianjur. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap konsumen dan dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa kelengkapan produk dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen. Kualitas pelayanan dan kepuasan konsumen juga berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan kelengkapan produk tidak berpengaruh langsung secara signifikan terhadap keputusan pembelian. Selain itu, kepuasan konsumen terbukti mampu memediasi pengaruh kelengkapan produk dan kualitas pelayanan terhadap keputusan pembelian.

Kata Kunci: Kelengkapan Produk, Kualitas Pelayanan, Kepuasan Konsumen, Keputusan Pembelian, SEM-PLS.

ABSTRACT

Nama : Siti Ahda Wiah

NIM : (3012221120)

Title : *The Influence of Product Completeness and Service Quality on Purchase Decisions Through Customer Satisfaction (A Case Study at Hemat Toserba and Grosir in Cianjur Regency)*

This study aims to analyze the influence of product completeness and service quality on purchase decisions through customer satisfaction at Hemat Toserba and Grosir in Cianjur Regency. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to customers of Hemat Toserba and Grosir and analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method.

This study examines the effect of product completeness and service quality on purchase decisions through customer satisfaction at Hemat Toserba dan Grosir in Cianjur Regency. The study employed a quantitative approach using a survey method involving consumers, and the data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that product completeness and service quality have a positive and significant effect on customer satisfaction. Furthermore, service quality and customer satisfaction have a positive and significant effect on purchase decisions. However, product completeness does not have a direct and significant effect on purchase decisions. In addition, customer satisfaction is proven to mediate the effects of product completeness and service quality on purchase decisions. These findings suggest that improving customer satisfaction is an effective strategy for enhancing purchase decisions through better product completeness and service quality.

Keywords: *Product Completeness, Service Quality, Customer Satisfaction, Purchase Decision, SEM-PLS.*

