

**PENGARUH *IMAGE* PERUSAHAAN, HARGA, *WORD OF MOUTH*
TERHADAP KEPUTUSAN PEMBELIAN ULANG DENGAN KEPUASAN
PELANGGAN SEBAGAI VARIABEL MEDIASI PADA *STONE
CRUSHER* UPOYO MANDIRI SEJAHTERA SLEMAN**

ABSTRAK

Dyaning Septiana Kusumadevi

NIM. 241221004

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *image* Perusahaan, harga, *word of mouth* terhadap Keputusan pembelian ulang dengan kepuasan pelanggan sebagai variabel mediasi pada *stone crusher* upoyo mandiri Sejahtera sleman. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 100 pelanggan yang dipilih secara acak dari total populasi 11.705 pelanggan, melalui kuesioner terstruktur yang diukur menggunakan skala Likert. Analisis data dilakukan dengan menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) untuk mengevaluasi model pengukuran dan model structural. Hasil penelitian menunjukkan bahwa *image* perusahaan berpengaruh positif signifikan terhadap keputusan pembelian ulang, harga tidak berpengaruh signifikan terhadap keputusan pembelian ulang, *word of mouth* berpengaruh positif signifikan terhadap keputusan pembelian ulang, *image* perusahaan memediasi kepuasan pelanggan, harga memediasi kepuasan pelanggan, *word of mouth* memediasi kepuasan pelanggan.

Kata kunci: *image* perusahaan, harga, *word of mouth*, keputusan pembelian ulang, kepuasan pelanggan

**THE INFLUENCE OF COMPANY IMAGE, PRICE, WORD OF MOUTH
ON REPURCHASE DECISIONS WITH CUSTOMER SATISFACTION AS
A MEDIATING VARIABLE IN UPOYO MANDIRI SEJAHTERA
SLEMAN STONE CRUSHER**

ABSTRACT

Dyaning Septiana Kusumadevi

NIM. 241221004

This study aims to determine and analyze the effect of company image, price, word of mouth on repurchase decisions with customer satisfaction as a mediating variable at the stone crusher upoyo mandiri Sejahtera sleman. Using a quantitative approach, data was collected from 100 randomly selected customers from a total population of 11,705 customers, through a structured questionnaire measured using a Likert scale. Data analysis was carried out using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to evaluate the measurement model and structural model. The results showed that company image has a significant positive effect on repurchase decisions, price has no significant effect on repurchase decisions, word of mouth has a significant positive effect on repurchase decisions, company image mediates customer satisfaction, price mediates customer satisfaction, word of mouth mediates customer satisfaction.

Keywords: company image, price, word of mouth, repurchase decision,
customer satisfaction