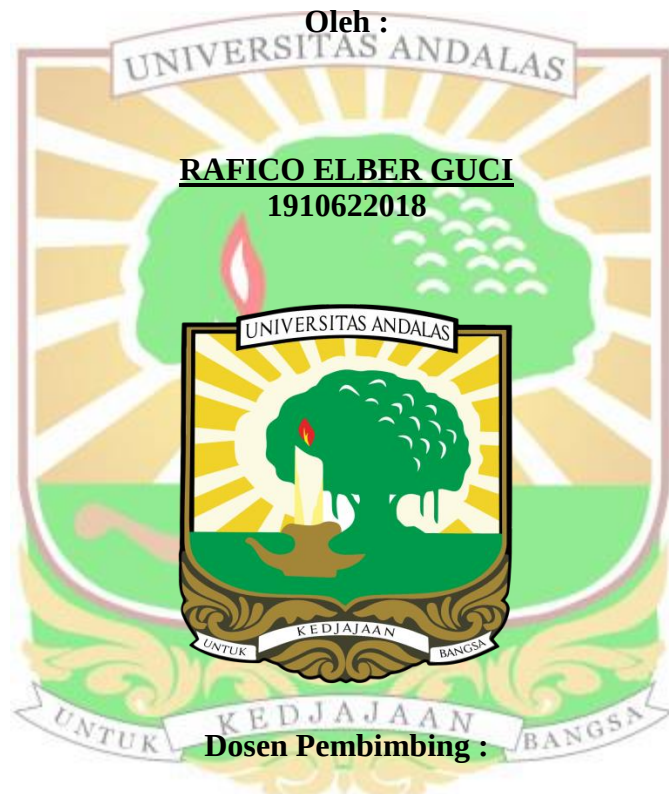


**PENGARUH KUALITAS LAYANAN ONLINE TERHADAP
KEPUTUSAN PEMBELIAN DAN KEPUASAN KONSUMEN
RENDANG DI SUMATERA BARAT**

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PENGARUH KUALITAS LAYANAN ONLINE TERHADAP KEPUTUSAN PEMBELIAN DAN KEPUASAN KONSUMEN RENDANG DI SUMATERA BARAT

Rafico Elber Guci¹, Elfi Rahmi², Boyon³

ABSTRAK

Tujuan penelitian untuk mengetahui pengaruh kualitas layanan online terhadap keputusan pembelian dan kepuasan konsumen rendang di Sumatera Barat dengan metode survei. Penelitian dilakukan di Industri Kecil Menengah (IKM) yaitu Rendang Gadih, Rendang UniKayo dan Rendang Asese, dimulai pada September hingga November 2023. Responden penelitian adalah konsumen yang membeli produk rendang secara online berjumlah 110 orang responden. Analisa data multivariat dengan menggunakan *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan program SmartPLS versi 3.2.9. Hubungan kualitas layanan online terhadap keputusan pembelian memiliki hubungan signifikan dengan nilai *P-value* sebesar $0,000 < 0,05$. Hubungan kualitas layanan online terhadap kepuasan konsumen memiliki hubungan signifikan dengan nilai *P-value* sebesar $0,001 < 0,05$. Hubungan keputusan pembelian terhadap kepuasan konsumen memiliki hubungan signifikan dengan nilai *P-value* sebesar $0,000 < 0,05$. Sedangkan hubungan kualitas layanan online terhadap kepuasan konsumen mediasi keputusan pembelian memiliki hubungan signifikan dengan nilai signifikansi *P-value* sebesar $0,000 < 0,05$. Kesimpulan, kualitas layanan online memiliki pengaruh signifikan terhadap keputusan pembelian. Kualitas layanan online memiliki pengaruh signifikan terhadap kepuasan konsumen. Keputusan pembelian memiliki pengaruh signifikan terhadap kepuasan konsumen. Kualitas layanan online memiliki pengaruh signifikan terhadap kepuasan konsumen melalui keputusan pembelian sebagai variabel mediasi.

Kata kunci : Rendang, Kualitas layanan online, Keputusan Pembelian, Kepuasan Konsumen, Sumatera Barat.

The Influence Of Online Service Quality On Purchasing Decisions And Consumer Satisfaction In Rendang In West Sumatra

Rafico Elber Guci¹, Elfi Rahmi², Boyon³

ABSTRACT

The aim of the research is to determine the influence of online service quality on purchasing decisions and satisfaction of rendang consumers in West Sumatra using a survey method. The research was conducted in Small and Medium Industries (IKM), namely Rendang Gaduh, Rendang Unikayo and Rendang Asese, starting from September to November 2023. The research respondents were 110 consumers who bought rendang products online. Multivariate data analysis using *Structural Equation Model* (SEM) based *Partial Least Square* (PLS) with the help of the SmartPLS program version 3.2.9. The relationship between online service quality and purchasing decisions has a significant relationship with the P-value equal to $0.000 < 0.05$. The relationship between online service quality and consumer satisfaction has a significant relationship with the P-value equal to $0.001 < 0.05$. The relationship between purchasing decisions and consumer satisfaction has a significant relationship with the P-value equal to $0.000 < 0.05$. Meanwhile, the relationship between online service quality and consumer satisfaction, mediating purchasing decisions, has a significant relationship with the significance value of P-value equal to $0.000 < 0.05$. Conclusion, online service quality has a significant influence on purchasing decisions. Online service quality has a significant influence on consumer satisfaction. Purchasing decisions have a significant influence on consumer satisfaction. Online service quality has a significant influence on consumer satisfaction through purchasing decisions as a mediating variable.

Keywords: Rendang, online service quality, purchasing decisions, consumer satisfaction, West Sumatra.