

ABSTRAK

Pengaruh E-Service Quality dan Personal Value terhadap Customer Satisfaction yang Dimoderasi oleh Promotion dan Implikasinya terhadap Repurchase Intention Konsumen Bumbu Tabur Merek Floweed

Penelitian ini bertujuan untuk pengaruh e-service quality dan personal value terhadap customer satisfaction yang dimoderasi oleh promotion dan implikasinya terhadap repurchase intention konsumen bumbu tabur merek Floweed . Populasi penelitian adalah konsumen bumbu tabur Floweed di Surabaya. Teknik sampling yang digunakan adalah purposive sampling, sehingga didapatkan 113 responden. Teknik analisis yang digunakan adalah *Partial Least Squares*. Hasil penelitian menunjukkan bahwa *e-service quality* dan *personal value* berpengaruh signifikan positif terhadap *customer satisfaction*. *Customer satisfaction* terbukti berpengaruh signifikan positif terhadap *repurchase intention*. Namun promosi tidak memoderasi pengaruh *personal values* terhadap *customer satisfaction*. Penelitian berbeda dengan penelitian-penelitian sebelumnya karena menelaah pengaruh *personal value* terhadap *customer satisfaction* yang dimoderasi *promosi*. Penelitian dapat menjadi masukan penting untuk memecahkan masalah yang berkaitan dengan strategi pemasaran yang menunjang *repurchase intention*.

Kata kunci: *personal values, e-service quality, customer satisfaction, repurchase intention, promosi*

ABSTRACT

The Effect of E-Service Quality and Personal Value on Customer Satisfaction that is Moderated by Promotion and Its Implication on Consumers' Repurchase Intention of Floweed Brand Seasoning Powder

The purpose of this research is to analyze the effect of e-service-quality and personal value on customer satisfaction that is moderated by promotion and its implication on consumers' repurchase intention of Floweed brand seasoning powder. The population of the research is consumers of Floweed seasoning powder in Surabaya. The sampling technique that is used is purposive sampling, so that 113 respondents are obtained. The analysis technique that is used is Partial Least Square. The result of the research shows that e-service quality and personal value affect positive significant on customer satisfaction. Customer satisfaction is proved affect positive significant on repurchase intention. However, promotion does not moderate the effect of personal value on customer satisfaction. This research is different from previous research, because analyzing the effect of personal value on customer satisfaction is moderated by promotion. Research can be an important input to solve problems that are related to marketing strategy that support repurchase intention.

Keywords: *personal value, e-service quality, customer satisfaction, repurchase intention, promotion*