

ABSTRACT

Thesis titling "The Effect of Product Quality and Distribution Channels on Repurchase Intentions With Consumer Satisfaction as a Mediator during the Covid-19 Pandemic (Case Study on Users of the Food Order Feature in the Online Driver Application in Kediri City)" written by FERDIAN ADEOSANDI, SE (19210003), advisor Dr. Eka Askafi, SE., M.Kes. MM and Dr. Hj. Nisa Mutiara, A.Md, S.Sos., M.Sc.

This research is motivated by the Covid-19 Pandemic, which lasted more than a year, directly changing the lifestyle of the world community. This is due to tips from governments throughout the country to limit the activities to gather and interact directly at close range to inhibit the spread of the coronavirus which causes this pandemic. The limited public access to outdoor activities, due to lockdown, has led to increased public interest in online business or e-commerce. The increasing e-commerce business also impacts courier services for the delivery the goods, including online drivers. So the author decided to research the buying food phenomenon through an online driver application.

The problem formulation taken from the problem is (1) How is the influence of product quality on re-buying intentions on the application's food message feature users into the online driver in Kediri City? (2) How is the influence of distribution channels on repurchase intentions on the application's messaging feature users into the online driver in Kediri City? (3) How is the influence of satisfied consumers on repurchase intentions on the application messaging feature users into the online driver in Kediri City? (4) How is the effect

on product quality on consumer's satisfaction in the application's messaging feature users into the online driver in Kediri City? (5) How is the influence of distribution channels in consumer's satisfaction in the application's messaging feature users into the online driver in Kediri City? (6) How is satisfying consumer able to mediate the effect of product quality on repurchase intentions in the application's messaging feature users into the online driver in Kediri City? (7) How is consumer satisfaction mediate the distribution effect channels on repurchase intentions on the application's messaging feature users into the online driver in Kediri City?

The research uses a quantitative approach with a questionnaire instrument. The data analysis method used path analysis, validity, and reliability tests, by classical assumption tests, namely: normality test, heteroscedasticity multicollinearity, and auto-correlation, as well as the completeness of path analysis using theoretical trimming model and Sobel test.

The results obtained from this study are: Product quality partially has no effect on repurchase intentions, Distribution channels partially have a significant positive impact on repurchase intentions, Partially, consumer satisfaction has a positive on repurchase intentions, Product quality has a positive effect on consumer satisfaction, and distribution channels have a positive impact on consumer satisfaction.

Keywords: Product Quality, Distribution Channels, Consumer Satisfaction, Repurchase Intention

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