

**THE INFLUENCE OF SERVICE QUALITY, PROMOTION AND THE
USE OF *QRIS* ON REPURCHASE DECISION SELFIE TIME
WITH CUSTOMER SATISFACTION
AS A MEDIATING VARIABLE**

ABSTRACT

This study aimed to analyze the effect of Service Quality, Promotion and *QRIS* Use on Selfie Time Repurchase Decision with Customer Satisfaction as a mediating variable.

This Study uses primary data. Data are collected using *online* questionnaires established using *Google Forms* and distributed on Social Media: Instagram, WhatsApp; as well as *offline* questionnaires which are distributed directly to the respondents who are also the customers of *photo box* and *self-studio* Selfie Time at Supermal Karawaci. Totally 100 respondents who have taken their pictures at Selfie Time Supermal Karawaci are determined as sample of this study. Sample is drawn using *purposive sampling* techniques. Data processing is carried out using SmartPLS 4.1.0.4 software, 2024. Data analysis includes the Outer Model, namely the validity test (*Convergent Validity*, *Discriminant Validity* and *Average Variance Extracted* (AVE)), the reliability test (*Composite Reliability* and *Cronbach's Alpha*) and the Inner Model, namely R-Square (R^2), *Predictive Relevance* (Q^2), F-Square (F^2), *Path Coefficients* and *Specific Indirect Effect*.

Path Coefficients analysis indicates that (1) Service Quality has positive but insignificant effect on Repurchase Decision, (2) Promotion has positive and significant effect on Repurchase Decision, (3) *QRIS* Usage has positive but insignificant effect on Repurchase Decision, (4) Service Quality has positive and significant effect on Customer Satisfaction, (5) Promotion has positive but insignificant effect on Customer Satisfaction, (6) *QRIS* Usage has positive and significant effect on Customer Satisfaction and (7) Customer Satisfaction has a positive and significant effect on Repurchase Decision. The results of the *Specific Indirect Effect* test prove that (1) Customer Satisfaction has positive and significant effect as a mediating variable in the connection or Service Quality to Repurchase Decision, (2) Customer Satisfaction has positive but insignificant effect as a mediating variable in the connection or Promotion to Repurchase Decision and (3) Customer Satisfaction has positive and significant effect as a mediating variable in the connection or *QRIS* Usage to Repurchase Decision.

Keywords: Service Quality, Promotion, *QRIS* Usage, Repurchase Decision, Customer Satisfaction.

(xii + 82 + Appendix)

Bibliography (2018 – 2024)