

ABSTRAK

Paramartha, I Nyoman Satya (2026), *Peran Kepuasan Partisipasi Memediasi Sikap, Norma Subjektif, dan Persepsi Kontrol Perilaku Terhadap Niat Menggunakan Kembali*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: sikap penggunaan layanan, norma subjektif, persepsi kontrol perilaku, kepuasan partisipasi nasabah, niat menggunakan layanan kembali.

Penelitian ini bertujuan menganalisis pengaruh sikap penggunaan layanan, norma subjektif, dan persepsi kontrol perilaku terhadap kepuasan partisipasi nasabah dan niat menggunakan layanan kembali. Penelitian ini juga menganalisis peran kepuasan partisipasi nasabah sebagai variabel mediasi.

Penelitian ini menggunakan pendekatan kuantitatif dengan desain eksplanatori. Sampel penelitian berjumlah 270 nasabah aktif Bank Sampah di Provinsi Bali yang dipilih berdasarkan alokasi proporsional dan kriteria purposif. Data dikumpulkan melalui kuesioner berskala Likert dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling dengan SmartPLS 4.0. Hasil evaluasi model menunjukkan bahwa seluruh konstruk telah memenuhi kriteria validitas dan reliabilitas.

Hasil penelitian menunjukkan bahwa sikap penggunaan layanan, norma subjektif, dan persepsi kontrol perilaku berpengaruh positif dan signifikan terhadap kepuasan partisipasi nasabah. Kepuasan partisipasi nasabah, sikap penggunaan layanan, dan persepsi kontrol perilaku berpengaruh positif dan signifikan terhadap niat menggunakan layanan kembali, sedangkan norma subjektif tidak berpengaruh signifikan secara langsung. Kepuasan partisipasi nasabah terbukti memediasi pengaruh ketiga variabel tersebut terhadap niat menggunakan layanan kembali. Model penelitian mampu menjelaskan kepuasan partisipasi nasabah sebesar 43,2 persen dan niat menggunakan layanan kembali sebesar 44,2 persen. Temuan ini menegaskan bahwa kepuasan partisipasi nasabah menjadi mekanisme penting dalam mempertahankan keberlanjutan penggunaan layanan Bank Sampah.

ABSTRACT

Paramartha, I Nyoman Satya (2026), *The Mediating Role of Customer Participation Satisfaction in the Effects of Attitude, Subjective Norm, and Perceived Behavioral Control on Service Reuse Intention*. Thesis, Management Science, Graduate Program, Universitas Pendidikan Ganesha.

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Keywords: attitude toward service use; customer participation satisfaction; perceived behavioral control; service reuse intention; subjective norm.

This study aimed to analyze the effects of attitude toward service use, subjective norm, and perceived behavioral control on customer participation satisfaction and service reuse intention. It also examined the mediating role of customer participation satisfaction.

This study employed a quantitative approach with an explanatory design. The sample consisted of 270 active waste bank customers in Bali Province who were selected through proportional allocation and purposive criteria. Data were collected using a Likert-scale questionnaire and analyzed through Partial Least Squares Structural Equation Modeling using SmartPLS 4.0. The measurement model assessment indicated that all constructs met the validity and reliability requirements.

The results showed that attitude toward service use, subjective norm, and perceived behavioral control had positive and significant effects on customer participation satisfaction. Customer participation satisfaction, attitude toward service use, and perceived behavioral control had positive and significant effects on service reuse intention, whereas subjective norm had no significant direct effect. Customer participation satisfaction mediated the effects of the three antecedent variables on service reuse intention. The model explained 43.2 percent of the variance in customer participation satisfaction and 44.2 percent of the variance in service reuse intention. These findings confirm that customer participation satisfaction represents an important mechanism for sustaining the use of waste bank services.