

## ABSTRAK

### ANALISIS PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP LOYALITAS PELANGGAN

Studi Kasus pada Pelanggan di Terrace Cafe Yogyakarta  
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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh positif kualitas pelayanan terhadap loyalitas pelanggan, 2) Pengaruh positif harga terhadap loyalitas pelanggan, 3) Pengaruh kualitas pelayanan dan harga secara simultan terhadap loyalitas pelanggan Terrace Cafe, Jl. Raya Seturan No. 04, Sleman, Yogyakarta. Teknik pengambilan sampel menggunakan *Judgement sampling*. Data diperoleh dengan membagikan kuesioner tentang kualitas pelayanan, harga, dan loyalitas pelanggan kepada 100 responden. Analisis data menggunakan Uji Regresi Berganda. Hasil penelitian menunjukkan 1) Kualitas pelayanan berpengaruh positif terhadap loyalitas pelanggan, 2) Harga tidak berpengaruh terhadap loyalitas pelanggan, 3) Kualitas pelayanan dan harga secara simultan berpengaruh terhadap loyalitas pelanggan Terrace Cafe.

*Kata Kunci : Kualitas Pelayanan, Harga, dan Loyalitas Pelanggan*

**ABSTRACT**

**ANALYSIS OF EFFECT OF SERVICE QUALITY AND PRICE ON  
CUSTOMER LOYALTY**

The case on customer *Terrace Cafe* Yogyakarta  
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This study aims to determine : 1) Positive effect of service quality on customer loyalty, 2) The negative effect of price on customer loyalty, 3) The service quality and price simultaneously on customer loyalty of *Terrace Cafe*, Jl. Raya Seturan No. 04, Sleman, Yogyakarta. The Sampling technique used in this study was *judgement sampling*. The data were obtained through distributing questionnaires measuring quality of service, price, customer loyalty to 100 respondents. The analysis of data was conducted using multiple regression analysis. The result shows that 1) Service quality positively affected the customer loyalty, 2) The price did not affect the customer loyalty, 3) Service quality and price simultaneously affected the customer loyalty at *Terrace Cafe*.

*Keyword: Quality service, Price, Customer Loyalty*