

ABSTRAK

ANALISIS PENGARUH HARGA, SUASANA TOKO, KUALITAS PRODUK, DAN KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN

Studi Kasus pada Mahasiswa Universitas Sanata Dharma Pelanggan McDonald's
Jl. Jenderal Sudirman No. 38, Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh harga terhadap kepuasan pelanggan, 2) pengaruh suasana toko terhadap kepuasan pelanggan, 3) pengaruh kualitas produk terhadap kepuasan pelanggan, 4) pengaruh kualitas layanan terhadap kepuasan pelanggan, 5) pengaruh kepuasan pelanggan terhadap loyalitas pelanggan. Populasi dalam penelitian ini adalah semua mahasiswa Universitas Sanata Dharma dengan sampel 100 mahasiswa Universitas Sanata Dharma yang pernah menjadi pelanggan McDonald's Jl. Jenderal Sudirman No. 38, Yogyakarta. Pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner *online* kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 5.0. Hasil Penelitian menunjukkan bahwa: 1) harga berpengaruh positif terhadap kepuasan pelanggan, 2) suasana toko tidak berpengaruh terhadap kepuasan pelanggan, 3) kualitas produk tidak berpengaruh terhadap kepuasan pelanggan, 4) kualitas layanan berpengaruh positif terhadap kepuasan pelanggan, 5) kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan.

Kata kunci: harga, suasana toko, kualitas produk, kualitas layanan, kepuasan pelanggan, loyalitas pelanggan

ABSTRACT

ANALYSIS ON THE INFLUENCE OF PRICE, STORE ATMOSPHERE, PRODUCT QUALITY, AND SERVICE QUALITY TOWARDS CONSUMER LOYALTY THROUGH CONSUMER SATISFACTION

A Case Study on Students of Sanata Dharma University as Customer at
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This research aims to determine: 1) the influence of price towards consumer satisfaction, 2) the influence of store atmosphere towards consumer satisfaction. 3) the influence of product quality towards consumer satisfaction, 4) the influence of service quality towards consumer satisfaction, 5) the influence of consumer satisfaction towards consumer loyalty. The population in this research were all students of Sanata Dharma University and the samples are 100 students of Sanata Dharma University who had been customers at McDonald's Jenderal Sudirman Street, No. 38, Yogyakarta. Sampling technique used was purposive sampling. Data obtained by distributing online questionnaires to 100 respondents. The data analysis technique used in this research was Partial Least Square by using WarpPLS 5.0. The research result showed that: 1) price positively influenced consumer satisfaction, 2) store atmosphere did not influence customer satisfaction, 3) product quality did not influence consumer satisfaction, 4) service quality positively influenced consumer satisfaction, 5) consumer satisfaction positively influenced consumer loyalty.

Keywords: price, store atmosphere, product quality, service quality, consumer satisfaction, consumer loyalty