

ABSTRAK

PENGARUH PERSEPSI KONSUMEN PADA KUALITAS PELAYANAN TERHADAP LOYALITAS KONSUMEN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI

Studi Kasus pada Mahasiswi Kampus 1 Universitas Sanata Dharma, Yogyakarta

Hanna Margareta Bunarta
Universitas Sanata Dharma
Yogyakarta, 2018

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi konsumen pada kualitas pelayanan terhadap kepuasan konsumen, pengaruh persepsi konsumen pada kualitas pelayanan terhadap loyalitas konsumen, dan pengaruh kepuasan konsumen terhadap loyalitas konsumen. Penelitian ini melibatkan 100 responden sebagai subjek penelitian. Teknik pengumpulan data yang digunakan adalah *purposive sampling*, yaitu memilih sampel berdasarkan penilaian tertentu. Uji instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis yang digunakan adalah analisis deskriptif, uji prasyarat analisis, dan analisis jalur. Hasil penelitian menunjukkan bahwa terdapat pengaruh persepsi konsumen pada kualitas pelayanan terhadap kepuasan konsumen, terdapat pengaruh persepsi konsumen pada kualitas pelayanan terhadap loyalitas konsumen, dan terdapat pengaruh kepuasan konsumen terhadap loyalitas konsumen.

Kata kunci : persepsi konsumen pada kualitas pelayanan, kepuasan konsumen, dan loyalitas konsumen.

ABSTRACT

THE INFLUENCE OF CONSUMER'S PERCEPTION OF THE SERVICE QUALITY TO CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS THE MEDIATING VARIABLE

A Case Study Research at the Female Students in Campus I of Sanata Dharma University Yogyakarta

*Hanna Margareta Bunarta
Sanata Dharma University
Yogyakarta, 2018*

This study is aimed to know the influence of consumer's perception of the service quality to customer satisfaction, the influence of consumer's perception of the service quality to customer loyalty, and the influence of customer satisfaction to customer loyalty. This research involves 100 respondents as the subject of the research. The technique that is used to collect the data is purposive sampling in which the researcher choose the sample based on certain qualification. The instrument test used the validity and reliability test. The technique of analysis used in this research was the descriptive analysis, pre-condition analysis, and path analysis. The result of this research showed that there was an influence of consumer's perception of the service quality to customer satisfaction, there was an influence of consumer's perception of the service quality to customer loyalty, and there was an influence of customer satisfaction to customer loyalty.

Keywords: consumer's perception of service quality, customer satisfaction, and customer loyalty.