

ABSTRAK

PERAN MEDIASI KEPUASAN PADA PENGARUH HARGA DAN KUALITAS LAYANAN TERHADAP LOYALITAS PENGGUNA JASA TRANSPORTASI *ONLINE* GRABCAR

Studi Kasus pada Konsumen
di Stasiun Kereta Api Tugu dan Lempuyangan, Yogyakarta.

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Penelitian ini bertujuan untuk mengetahui apakah: 1) harga dan kualitas layanan masing-masing berpengaruh terhadap kepuasan pelanggan, 2) harga dan kualitas layanan masing-masing berpengaruh terhadap loyalitas pelanggan, 3) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan, 4) kepuasan pelanggan memediasi pengaruh harga terhadap loyalitas pelanggan, 5) kepuasan pelanggan memediasi pengaruh kualitas layanan terhadap loyalitas pelanggan transportasi *online* GrabCar di Daerah Istimewa Yogyakarta. Teknik Pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang harga, kualitas layanan, kepuasan pelanggan, dan loyalitas pelanggan kepada 100 responden. Teknik analisis data dalam penelitian ini adalah menggunakan aplikasi *Partial Least Square Warp*PLS 6.0. Hasil penelitian ini menunjukkan: 1) harga dan kualitas layanan masing-masing berpengaruh negatif terhadap kepuasan pelanggan, 2) harga dan kualitas layanan masing-masing tidak berpengaruh terhadap loyalitas pelanggan, 3) kepuasan pelanggan tidak berpengaruh terhadap loyalitas pelanggan, 4) kepuasan pelanggan tidak memediasi pengaruh harga terhadap loyalitas pelanggan, 5) kepuasan pelanggan tidak memediasi pengaruh kualitas layanan terhadap loyalitas pelanggan jasa transportasi *online* GrabCar Daerah Istimewa Yogyakarta.

Kata kunci: Harga, Kualitas Layanan, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

**THE ROLE OF CUSTOMER SATISFACTION
IN MEDIATING THE INFLUENCE OF PRICE AND SERVICE QUALITY
ON THE CUSTOMER LOYALTY OF GRABCAR
ONLINE TRANSPORTATION**

A Case Study on Customers
Tugu and Lempuyangan Train Station, Yogyakarta.

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The aims of this study is to determine whether: 1) the price and service quality respectively influence the customer satisfaction, 2) the price and service quality respectively influence the customer loyalty, 3) customer satisfaction influence customer loyalty, 4) customer satisfaction mediates the price influence on customer loyalty, 5) customer satisfaction mediates the service quality influence on customer loyalty of GrabCar Online Transportation at the Train Station of Tugu and Lempuyangan, Yogyakarta. The data was obtained by distributing the questionnaires on price, service quality, customer satisfaction, customer loyalty to 100 respondents. The data analysis technique used in this research was Partial Least Square method using the WarpPLS 6.0. The result of the reseacrh shows that 1) the price and service quality respectively and negatively influenced the customer satisfaction, 2) price and service quality respectively did not influence the customer loyalty, 3) customer satisfaction did not influence the customer loyalty, 4) customer satisfaction did not mediate the influence of price on the customer loyalty, 5) customer satisfaction did not mediate the influence of service quality on the customer loyalty of GrabCar Online Transportation Daerah Istimewa Yogyakarta.

Keywords: Price, Service Quality, Customer Satisfaction, Customer Loyalty.