

## ABSTRAK

**PENGARUH KUALITAS PELAYANAN, HARGA, DAN KEPUASAN  
KONSUMEN TERHADAP LOYALITAS KONSUMEN KARTU SELULER  
IM3 PADA MAHASISWA PENDIDIKAN EKONOMI UNIVERSITAS  
SANATA DHARMA YOGYAKARTA**

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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh kualitas pelayanan terhadap loyalitas konsumen kartu seluler IM3; (2) pengaruh harga terhadap loyalitas konsumen kartu seluler IM3; (3) pengaruh kepuasan konsumen terhadap loyalitas konsumen kartu seluler IM3; dan (4) pengaruh kualitas pelayanan, harga, dan kepuasan konsumen terhadap loyalitas konsumen kartu seluler IM3.

Penelitian ini merupakan penelitian survei eksplanatif. Penelitian dilaksanakan di Program Studi Pendidikan Ekonomi Universitas Sanata Dharma pada bulan Mei 2018. Populasi dalam penelitian ini adalah Mahasiswa Pendidikan Ekonomi yang pernah menggunakan kartu seluler IM3. Sampel penelitian sebanyak 118 responden. Sampel diambil dengan menggunakan teknik *purposive sampling*. Data dikumpulkan dengan menggunakan kuesioner. Teknik analisis data menggunakan analisis regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) kualitas pelayanan berpengaruh terhadap loyalitas konsumen kartu seluler IM3; (2) harga tidak berpengaruh terhadap loyalitas konsumen kartu seluler IM3; (3) kepuasan konsumen berpengaruh terhadap loyalitas konsumen kartu seluler IM3; dan (4) kualitas pelayanan, harga, dan kepuasan konsumen berpengaruh secara bersama-sama terhadap loyalitas konsumen kartu seluler IM3.

**Kata kunci:** kualitas pelayanan, harga, kepuasan konsumen, loyalitas konsumen

**ABSTRACT**

**THE EFFECT OF SERVICE QUALITY, PRICE, AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY OF IM3 CELLULER CARD AT ECONOMIC EDUCATION STUDY PROGRAM OF SANATA DHARMA UNIVERSITY**

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*This research aimed to examine and analyze: (1) the effect of service quality on customer loyalty of IM3 celluler card; (2) the effect of price on customer loyalty of IM3 celluler card; (3) the effect of customer satisfaction on customer loyalty of IM3 celluler card; and (4) the effect of service quality, price, and customer satisfaction on customer loyalty of IM3 celluler card.*

*This research is explanative survey. This research was conducted in Economic Education Study Program of Sanata Dharma University in May 2018. The research population were the students of Economic Education Study Program who ever used IM3 celluler card. The research sample consisted of 118 students. The sampling technique was purposive sampling technique. The data collection method was questionnaire. The data analysis technique was multiple linear regression.*

*The result of data analysis showed that: (1) there was a positif effect of service quality on customer loyalty of IM3 celluler card; (2) there is no effect of price on customer loyalty of IM3 celluler card; (3) there was a positif effect of customer satisfaction on customer loyalty of IM3 celluler card; and (4) there was a positif effect of service quality, price, and customer satisfaction on customer loyalty of IM3 celluler card.*

**Keywords:** *service quality, price, customer satisfaction, customer loyalty*