

ABSTRAK**PENGARUH HARGA TIKET, KUALITAS JASA TRANSPORTASI DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN****Studi Pada Pelanggan Pengguna Jasa Kereta Api Prambanan Ekspres Jogja-Solo**

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Penelitian ini bertujuan untuk mengetahui apakah: 1) harga tiket berpengaruh terhadap loyalitas pelanggan, 2) kualitas jasa transportasi berpengaruh terhadap loyalitas pelanggan, 3) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan, 4) harga tiket, kualitas jasa transportasi dan kepuasan pelanggan secara simultan berpengaruh terhadap loyalitas pelanggan,. Populasi dalam penelitian ini adalah seluruh pelanggan kereta api Prambanan Ekspres jurusan Jogja – Solo atau Solo –Jogja di Jawa Tengah dan DIY yang sudah pernah menggunakan jasa kereta api Prameks minimal 2 kali penggunaan dalam waktu 1 tahun. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 103 responden. Teknis analisis data dalam penelitian ini adalah uji asumsi klasik, analisis deskriptif dan analisis Regresi Linier Berganda menggunakan aplikasi SPSS versi 21 *for windows*. Hasil penelitian menunjukkan bahwa: 1) harga tiket berpengaruh terhadap loyalitas pelanggan, 2) kualitas jasa transportasi berpengaruh terhadap loyalitas pelanggan, 3) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan, 4) harga tiket, kualitas jasa transportasi dan kepuasan pelanggan secara simultan berpengaruh terhadap loyalitas pelanggan.

Kata kunci: harga tiket, kualitas jasa transportasi, kepuasan pelanggan, dan loyalitas pelanggan.

ABSTRACT

THE INFLUENCE OF TICKET PRICES, QUALITY OF TRANSPORTATION SERVICES AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY

A Study on Customers in Prambanan Ekspress Jogja-Solo Railway Service Users

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This study aims to determine whether or not: 1) ticket prices has an influence on customer loyalty, 2) the quality of transportation services has an influence on customer loyalty, 3) customer satisfaction has an influence on customer loyalty, 4) ticket prices, quality of transportation services and customer satisfaction simultaneously have influence on customer loyalty. Population in this research is all customers of the Prambanan Ekspress train route Jogjakarta – Solo and vice versa in Central Java and DIY who had used the services of the Prameks train at least 2 times in 1 year. The sampling technique was purposive sampling. Data was obtained by distributing online questionnaires to 103 respondents. The data analysis technique in this study was classic assumption test, descriptive analysis and analysis of Multiple Linear Regression using the SPSS version 21 application for Windows. The test results showed that: 1) ticket prices had an influence on customer loyalty, 2) the quality of transportation services had an influence on customer loyalty, 3) customer satisfaction had an influence on customer loyalty, 4) ticket prices, quality of transportation services and customer satisfaction simultaneously had an influence on customer loyalty.

Keyword: ticket prices, quality of transportation services, customer satisfaction, and customer loyalty.