

ABSTRAK

PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP LOYALITAS KONSUMEN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI Kasus Konsumen Bedak Marcks Pada Indomaret di Yogyakarta

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Penelitian ini bertujuan untuk (1) mengidentifikasi pengaruh langsung kualitas produk terhadap loyalitas konsumen, (2) mengidentifikasi pengaruh langsung harga terhadap loyalitas konsumen, (3) mengidentifikasi pengaruh langsung kualitas produk terhadap kepuasan konsumen, (4) mengidentifikasi pengaruh langsung harga terhadap kepuasan konsumen, (5) mengidentifikasi pengaruh langsung kepuasan konsumen terhadap loyalitas konsumen, (6) mengidentifikasi kepuasan konsumen memediasi pengaruh kualitas produk terhadap loyalitas konsumen, (7) mengidentifikasi kepuasan konsumen memediasi pengaruh harga terhadap loyalitas konsumen. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 6.0. Hasil penelitian ini menunjukkan bahwa: (1) kualitas produk berpengaruh positif terhadap loyalitas konsumen, (2) Harga berpengaruh negatif terhadap loyalitas konsumen, (3) kualitas produk berpengaruh positif terhadap kepuasan konsumen, (4) harga berpengaruh negatif terhadap kepuasan konsumen, (5) kepuasan konsumen berpengaruh positif terhadap loyalitas konsumen, (6) kepuasan konsumen memediasi pengaruh kualitas produk terhadap loyalitas konsumen, (7) kepuasan konsumen memediasi pengaruh harga terhadap loyalitas konsumen.

Kata Kunci: Kualitas Produk, Harga, Kepuasan Konsumen dan Loyalitas Konsumen

ABSTRACT

**THE INFLUENCE OF PRODUCT QUALITY AND PRICES TOWARD
CUSTOMER LOYALTY WITH
CUSTOMER SATISFACTION AS A MEDIATING VARIABLE
A Study on Powder Marcks Consumer at Indomaret Yogyakarta**

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This study aims to identify (1) the direct influence of product quality towards customer loyalty, (2) the direct influence of prices towards customer loyalty, (3) the direct influence of product quality towards customer satisfaction, (4) the direct influence of prices towards customer satisfaction, (5) the direct influence customer satisfaction towards customer loyalty, (6) the mediating influence of customer satisfaction between product quality and customer loyalty, (7) the mediating influence of customer satisfaction between prices and customer loyalty. The sampling technique uses purposive sampling. Data was obtained by distributing questionnaires to 100 respondents. The data analysis technique in this study is Partial Least Square using the WarpPLS 6.0 application. The results of this study indicate that: (1) product quality had a positive influence on customer loyalty, (2) price had a negative influence on customer loyalty, (3) product quality had a positive influence on customer satisfaction, (4) price had a negative influence on customer satisfaction, (5) customer satisfaction had a positive influence on customer loyalty, (6) customer satisfaction mediated the influence of product quality on customer loyalty, (7) customer satisfaction mediated the influence of prices on customer loyalty.

Keywords: Product Quality, Price, Customer Satisfaction and Customer Loyalty