

## ABSTRAK

### **PERAN MEDIASI KEPUASAN PADA PENGARUH BAURAN PEMASARAN (*MARKETING MIX*) TERHADAP LOYALITAS WISATAWAN**

Studi Kasus Daya Tarik Wisata Pantai Teluk Penyu di Kota Cilacap Jawa Tengah

Hendro Purwoko  
Universitas Sanata Dharma  
Yogyakarta  
2019

Penelitian ini bertujuan untuk mengetahui apakah: 1) bauran pemasaran 4P (produk, lokasi, dan promosi) masing-masing berpengaruh positif dan harga berpengaruh negatif terhadap kepuasan wisatawan, 2) bauran pemasaran 4P (produk, lokasi, dan promosi) masing-masing berpengaruh positif dan harga berpengaruh negatif terhadap loyalitas wisatawan, 3) kepuasan wisatawan berpengaruh positif terhadap loyalitas wisatawan 4) kepuasan wisatawan memediasi pengaruh bauran pemasaran 4P (produk, harga, lokasi, promosi) masing-masing terhadap loyalitas wisatawan. Jenis penelitian yang digunakan adalah survei dengan pendekatan kuantitatif. Pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang produk, harga, lokasi, promosi kepuasan dan loyalitas kepada 100 responden. Analisis data menggunakan *Partial Least Square* dan menggunakan aplikasi *Warp PLS 5.0*. Hasil penelitian menunjukkan bahwa: 1) lokasi dan promosi berpengaruh positif terhadap kepuasan, tetapi produk dan harga tidak berpengaruh terhadap kepuasan, 2) produk dan promosi berpengaruh positif terhadap loyalitas, tetapi harga dan lokasi tidak berpengaruh terhadap loyalitas, 3) kepuasan tidak memediasi pengaruh produk, harga, lokasi, dan promosi terhadap loyalitas, 4) kepuasan tidak berpengaruh terhadap loyalitas.

Kata kunci: produk, harga, lokasi, promosi, kepuasan dan loyalitas

**ABSTRACT**

**THE ROLE SATISFACTION ON MEDIATION THE INFLUENCE OF  
MARKETING MIX TOWARD LOYALTY OF TOURIST**

Case on Teluk Penyu Beach, Cilacap City, Central Java

Hendro Purwoko  
Sanata Dharma University  
Yogyakarta  
2019

This research aims to determine whether: 1) marketing mix 4P (product, location, and promotion) had a positive influence on tourist satisfaction and price had a negative influence on tourist satisfaction, 2) marketing mix 4P (product, location, and promotion) had a positive influence on tourist loyalty and price had a negative influence on tourist loyalty, 3) satisfaction had influence on tourist loyalty 4) satisfaction mediates the influence on marketing mix 4P (product, price, location, promotion) on the tourist loyalty. The research method used is survey with quantitative approach. The sampling technique that is used is purposive sampling. The data was obtained by distributing questionnaires about product, price, location, promotion, satisfaction, and loyalty to 100 respondents. The data analysis technique that is used is Partial Least Square method using the Warp PLS 5.0. The result show that 1) the location and promotion had a positive influence on satisfaction but product and price had no influence on satisfaction, 2) the product and promotion had a positive influence on loyalty but price and location had no influence on loyalty, 3) satisfaction did not mediate product, price, location, and promotion on tourist loyalty, 4) satisfaction had no influence on tourist loyalty.

Keyword: product, price, location, promotion, satisfaction, loyalty