

ABSTRAK

PENGARUH HARGA, KUALITAS PRODUK DAN CITRA MEREK TERHADAP LOYALITAS KONSUMEN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI

Kasus pada Konsumen Sepatu Futsal Specs di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: 1) kepuasan konsumen memediasi pengaruh harga terhadap loyalitas konsumen, 2) kepuasan konsumen memediasi pengaruh kualitas produk terhadap loyalitas konsumen, 3) kepuasan konsumen memediasi pengaruh citra merek terhadap loyalitas konsumen sepatu futsal Specs di Yogyakarta. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang harga, kualitas produk, citra merek, kepuasan konsumen dan loyalitas konsumen kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 6.0. Hasil penelitian ini menunjukkan 1) kepuasan konsumen tidak memediasi pengaruh harga terhadap loyalitas konsumen, 2) kepuasan konsumen memediasi penuh pengaruh kualitas produk terhadap loyalitas konsumen, 3) kepuasan konsumen memediasi sebagian pengaruh citra merek terhadap loyalitas konsumen sepatu futsal Specs di Yogyakarta.

Kata kunci: Harga, Kualitas Produk, Citra merek, Kepuasan Konsumen, Loyalitas Konsumen

ABSTRACT

THE INFLUENCE OF PRICE, PRODUCT QUALITY AND BRAND IMAGE TOWARDS CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATING VARIABEL

A Study on Users of Futsal Shoes Specs in Yogyakarta

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This aims of study is to determine whether: 1) customer satisfaction mediates the price influence toward customer loyalty, 2) customer satisfaction mediates the product quality influence towards customer loyalty, 3) consumer satisfaction mediates the brand image influence towards consumer loyalty for futsal shoes Specs at Yogyakarta. The purposive sampling was used as the sampling technique. The data were obtained by distributing questionnaires towards price, product quality, brand image, customer satisfaction and customer loyalty to 100 respondents. The data analysis technique used in this research was Partial Least Square using the WarpPLS 6.0. The results of this study indicate that 1) consumer satisfaction did not mediate the influence prices towards consumer loyalty, 2) consumer satisfaction fully mediated the influence product quality towards customer loyalty, 3) consumer satisfaction partially mediated the influence brand image towards consumer loyalty for futsal shoes Specs at Yogyakarta.

Keywords: Price, Product Quality, Brand Image, Consumer Satisfaction, Consumer Loyalty