

ABSTRAK

PENGARUH HARGA, FASILITAS, DAN KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI

Efraim Eing

Universitas Sanata Dharma

Yogyakarta

2019

Penelitian ini bertujuan untuk mengetahui apakah: 1) harga berpengaruh positif terhadap kepuasan pelanggan, 2) fasilitas berpengaruh positif terhadap kepuasan pelanggan, 3) kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan, 4) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan, 5) kepuasan pelanggan memediasi pengaruh harga terhadap loyalitas pelanggan, 6) kepuasan pelanggan memediasi pengaruh fasilitas terhadap loyalitas pelanggan, 7) kepuasan pelanggan memediasi pengaruh kualitas pelayanan terhadap loyalitas pelanggan. 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 SmartPLS 3.2.8. Hasil penelitian menunjukkan bahwa: 1) harga berpengaruh positif terhadap kepuasan pelanggan, 2) fasilitas berpengaruh positif terhadap kepuasan pelanggan, 3) kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan, 4) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan, 5) kepuasan pelanggan memediasi pengaruh harga terhadap loyalitas pelanggan, 6) kepuasan pelanggan memediasi pengaruh fasilitas terhadap loyalitas pelanggan, 7) kepuasan pelanggan memediasi pengaruh kualitas pelayanan terhadap loyalitas pelanggan.

Kata kunci: harga, fasilitas, kualitas pelayanan, kepuasan pelanggan, dan loyalitas pelanggan

ABSTRACT

THE INFLUENCE OF PRICE, FACILITIES, AND SERVICE QUALITY ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS THE MEDIATING VARIABLE

Efraim Eing

Sanata Dharma University

Yogyakarta

2019

This study aims to determine whether: 1) price has a positive influence on customer satisfaction, 2) facilities have a positive influence on customer satisfaction, 3) service quality has a positive influence on customer satisfaction, 4) customer satisfaction has a positive influence on customer loyalty, 5) customer satisfaction mediates the influence of price on customer loyalty, 6) customer satisfaction mediates the influence of facilities on customer loyalty, 7) customer satisfaction mediates the influence of service quality on customer loyalty. The sampling technique used is purposive sampling. Data were obtained by distributing a questionnaire to 100 respondents. The data analysis technique used in this study is Partial Least Square using the SmartPLS 3.2.8 application. The result of this study shows that: 1) prices has a positive influence on customer satisfaction, 2) facilities have a positive influence on customer satisfaction, 3) service quality had a positive influence on customer satisfaction, 4) customer satisfaction has a positive influence on customer loyalty, 5) customer satisfaction mediates the influence of price on customer loyalty, 6) customer satisfaction mediates the influence of facilities on customer loyalty, 7) customer satisfaction mediates the influence of service quality on customer loyalty.

Keywords: price, facilities, service quality, customer satisfaction, and customer loyalty