

**ABSTRAK****PENGARUH KUALITAS PELAYANAN, HARGA, DAN PROMOSI  
TERHADAP LOYALITAS KONSUMEN DENGAN KEPUASAN KONSUMEN  
SEBAGAI VARIABEL MEDIASI**

Studi Pada Konsumen Tiket Traveloka di Indonesia

Maria Kensyana Gois  
Universitas Sanata Dharma  
Yogyakarta  
2021

Penelitian ini bertujuan untuk mengetahui apakah: 1) kualitas pelayanan berpengaruh signifikan terhadap loyalitas konsumen, 2) harga berpengaruh signifikan terhadap loyalitas konsumen, 3) promosi berpengaruh signifikan terhadap loyalitas konsumen, 4) kepuasan konsumen memediasi pengaruh kualitas pelayanan terhadap loyalitas konsumen, 5) kepuasan konsumen memediasi pengaruh harga terhadap loyalitas konsumen, 6) kepuasan konsumen memediasi pengaruh promosi terhadap loyalitas konsumen. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 145 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan *WarpPLS 6.0*. Hasil penelitian ini menunjukkan bahwa: 1) kualitas pelayanan berpengaruh signifikan terhadap loyalitas konsumen, 2) harga berpengaruh signifikan terhadap loyalitas konsumen, 3) promosi berpengaruh signifikan terhadap loyalitas konsumen, 4) kepuasan konsumen memediasi pengaruh kualitas pelayanan terhadap loyalitas konsumen, 5) kepuasan konsumen memediasi pengaruh harga terhadap loyalitas konsumen, 6) kepuasan konsumen memediasi pengaruh promosi terhadap loyalitas konsumen.

**Kata kunci : Kualitas Pelayanan, Harga, Promosi, Kepuasan Konsumen dan Loyalitas Konsumen**

**ABSTRACT**

**THE INFLUENCE OF E-SERVICE QUALITY, PRICE, AND PROMOTION  
TO CONSUMER LOYALTY WITH CONSUMER SATISFACTION AS  
MEDIATING VARIABLE**

A Study on Indonesian Traveloka Ticket Consumers

Maria Kensyana Gois  
Sanata Dharma University  
Yogyakarta  
2021

This study aims to find out whether: 1) e-service quality has an significant influence on consumer loyalty, 2) price has an significant influence on consumer loyalty, 3) promotion has an significant influence on consumer loyalty, 4) consumer satisfaction mediates the influence of e-service quality on consumer loyalty, 5) consumer satisfaction mediates the influence of price on consumer loyalty, 6) consumer satisfaction mediates the influence of promotion on consumer loyalty consumer. The sampling techniqu used was purposive sampling. Data were collected by distributing an online questionnaire to 145 respondents. In analyzing the data the researcher used Partial Least Square by using WarpPLS 6.0. The results of this study showed that: 1) e-service quality had a significant influence on customer loyalty, 2) price had a significant influence on customer loyalty, 3) promotion had a significant influence on consumer loyalty, 4) customer satisfaction mediated the influence of e-service quality on consumer loyalty, 5) customer satisfaction mediated the influence of price on consumer loyalty, 6) customer satisfaction mediated the influence of promotion quality on consumer loyalty.

**Keywords: E-service Quality, Price, Promotion, Customer Satisfaction and Customer Loyalty.**