

ABSTRAK

ANALISIS PENGARUH ATRIBUT PRODUK TERHADAP LOYALITAS PELANGGAN DENGAN DIMEDIASI OLEH KEPUASAN PELANGGAN

Studi pada Ayam Goreng Sumadyo Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh kepuasan pelanggan memediasi pengaruh harga terhadap loyalitas pelanggan, 2) pengaruh kepuasan pelanggan memediasi pengaruh kemasan terhadap loyalitas pelanggan, 3) pengaruh kepuasan pelanggan memediasi pengaruh kualitas layanan terhadap loyalitas pelanggan, 4) pengaruh kepuasan pelanggan memediasi pengaruh jaminan produk terhadap loyalitas pelanggan. Teknik pengambilan sampel menggunakan *purposive sampling*. Perolehan data dilakukan dengan membagikan kuesioner tentang harga, kemasan, kualitas layanan, jaminan produk, kepuasan pelanggan dan loyalitas pelanggan kepada 100 responden. Teknik analisis data dalam penelitian ini menggunakan metode *Partial Least Square* dengan *software* WarpPLS 7.0. Hasil penelitian ini menunjukkan bahwa: 1) kepuasan pelanggan tidak memediasi pengaruh harga terhadap loyalitas pelanggan, 2) kepuasan pelanggan memediasi penuh pengaruh kemasan terhadap loyalitas pelanggan, 3) kepuasan pelanggan memediasi sebagian pengaruh kualitas pelayanan terhadap loyalitas pelanggan, 4) kepuasan pelanggan tidak memediasi pengaruh jaminan produk terhadap loyalitas pelanggan.

Kata kunci : Harga, Kemasan, Kualitas Pelayanan, Jaminan Produk, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

ANALYSIS OF THE INFLUENCE OF PRODUCT ATTRIBUTES TOWARDS CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION

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This study aims to determine: 1) The influence of customer satisfaction mediates the influence of price towards customer loyalty, 2) The influence of customer satisfaction mediates the influence of packaging towards customer loyalty, 3) The influence of customer satisfaction mediates the influence of service quality towards customer loyalty, 4) The influence of customer satisfaction mediates the influence product guarantee towards customer loyalty. The sampling technique used purposive sampling. Data collection was carried out by distributing questionnaires about price, packaging, service quality, product guarantees, customer satisfaction, and customer loyalty to 100 respondents. The data analysis technique in this study used the Partial Least Square method with WarpPLS 7.0 software. The results of this study indicate that: 1) customer satisfaction did not mediate the influence of price towards customer loyalty, 2) customer satisfaction fully mediates the influence of packaging towards customer loyalty, 3) customer satisfaction partially mediates the influence of service quality towards customer loyalty, 4) customer satisfaction did not mediate the influence product guarantee towards customer loyalty.

Keywords: Price, Packaging, Service Quality, Product Assurance, Customer Satisfaction, Customer Loyalty.