

ABSTRAK

**PENGARUH HARGA, CITRA MEREK, DAN KUALITAS PRODUK
TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN
PELANGGAN SEBAGAI VARIABEL MEDIASI**
Studi pada Pelanggan Produk Skintific Di DIY

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh harga terhadap loyalitas pelanggan produk Skintific. 2) Pengaruh citra merek terhadap kepuasan pelanggan produk Skintific. 3) Pengaruh kualitas produk terhadap kepuasan pelanggan produk Skintific. 4) Pengaruh kepuasan pelanggan terhadap loyalitas pelanggan produk Skintific. 5) Kepuasan pelanggan memediasi pengaruh harga terhadap loyalitas pelanggan produk Skintific. 6) Kepuasan pelanggan memediasi pengaruh citra merek terhadap loyalitas pelanggan produk Skintific. 7) Kepuasan pelanggan memediasi pengaruh kualitas produk terhadap loyalitas pelanggan produk Skintific. Teknik pengambilan sampel menggunakan teknik *nonprobability sampling*. Data diperoleh dengan membagikan kuesioner kepada pelanggan Skintific yang pernah membeli dan menggunakan produk Skintific minimal 2 kali di DIY dalam 3 bulan terakhir, untuk analisis data menggunakan *Partial Least Square* (PLS) dengan aplikasi SmartPLS 3.2.9. Hasil penelitian menunjukkan bahwa: 1) Harga berpengaruh terhadap loyalitas pelanggan produk Skintific. 2) Citra merek tidak berpengaruh terhadap loyalitas pelanggan produk Skintific. 3) Kualitas produk tidak berpengaruh terhadap loyalitas pelanggan produk Skintific. 4) Kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan produk Skintific. 5) Kepuasan pelanggan memediasi pengaruh harga terhadap loyalitas pelanggan produk Skintific. 6) Kepuasan pelanggan memediasi pengaruh citra merek terhadap loyalitas pelanggan produk Skintific. 7) Kepuasan pelanggan memediasi pengaruh kualitas produk terhadap loyalitas pelanggan produk Skintific.

Kata Kunci: Harga, Citra Merek, Kualitas Produk, Loyalitas Pelanggan, dan Kepuasan Pelanggan

ABSTRACT

**THE INFLUENCE OF PRICE, BRAND IMAGE, AND PRODUCT
QUALITY ON CUSTOMER LOYALTY WITH CUSTOMER
SATISFACTION AS A MEDIATING VARIABLE**
Studies on Customers of Skintific Products in DIY

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This study aims to determine: 1) The influence of price on customer loyalty to Skintific products. 2) The influence of brand image on customer satisfaction for Skintific products. 3) The influence of product quality on customer satisfaction for Skintific products. 4) The influence of customer satisfaction on customer loyalty for Skintific products. 5) Customer satisfaction mediates the influence of price on customer loyalty for Skintific products. 6) Customer satisfaction mediates the influence of brand image on customer loyalty for Skintific products. 7) Customer satisfaction mediates the influence of product quality on customer loyalty for Skintific products. The sampling technique used was nonprobability sampling technique. Data were obtained by distributing questionnaire to Skintific customers who had purchased and used Skintific products at least 2 times in DIY in the last 3 months, for data analysis it was used Partial Least Square (PLS) with SmartPLS 3.2.9. application. The results of the study showed that: 1) Price influenced customer loyalty for Skintific products. 2) Brand image did not influence customer loyalty for Skintific products. 3) Product quality did not influence customer loyalty for Skintific products. 4) Customer satisfaction influenced customer loyalty for Skintific products. 5) Customer satisfaction mediated the influence of price on customer loyalty for Skintific products. 6) Customer satisfaction mediated the influence of brand image on customer loyalty for Skintific products. 7) Customer satisfaction mediated the influence of product quality on customer loyalty for Skintific products.

Keywords: Price, Brand Image, Product Quality, Customer Loyalty, and Customer Satisfaction