

ABSTRAK

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

Studi Pada Pengguna Produk Emina Mahasiswa Fakultas Ekonomi,
Universitas Sanata Dharma Yogyakarta

Febriana Fantari Hambur
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui apakah: 1) Kualitas Produk berpengaruh terhadap loyalitas konsumen produk Emina, 2) Harga berpengaruh terhadap loyalitas konsumen Produk Emina, 3) citra merek berpengaruh terhadap loyalitas konsumen produk Emina, 4) kepuasan konsumen berpengaruh terhadap loyalitas konsumen produk Emina, 5) kualitas produk berpengaruh terhadap kepuasan konsumen produk Emina, 6) harga berpengaruh terhadap kepuasan konsumen produk Emina, 7) citra merek berpengaruh terhadap kepuasan konsumen Produk Emina, 8) kepuasan konsumen memediasi pengaruh harga terhadap loyalitas konsumen produk Emina, 9) kepuasan konsumen memediasi pengaruh kualitas produk terhadap loyalitas konsumen produk Emina, 10) kepuasan konsumen memediasi pengaruh citra merek terhadap loyalitas konsumen produk Emina. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposivesampling*. Data diperoleh dengan membagikan kuesioner tentang kualitas produk, harga, citra merek, kepuasan konsumen dan loyalitas konsumen kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah *Part Least Square* menggunakan aplikasi WarpPLS 7.0. Hasil penelitian ini menunjukkan 1) Kualitas produk berpengaruh terhadap loyalitas konsumen, 2) harga tidak berpengaruh terhadap loyalitas konsumen, 3) citra merek tidak berpengaruh terhadap loyalitas konsumen, 4) kepuasan konsumen memediasi pengaruh kualitas produk terhadap loyalitas konsumen, 5) Kepuasan konsumen memediasi penuh pengaruh harga terhadap loyalitas konsumen, 6) Kepuasan konsumen memediasi penuh pengaruh citra merek terhadap loyalitas konsumen produk Emina.

Kata kunci : Kualitas Produk, Harga, Citra Merek, Kepuasan Konsumen, LoyalitasKonsumen

ABSTRACT

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

Study on Emina Product Users, Students of Faculty of Economics, of Sanata Dharma University, Yogyakarta

*Febriana Fantari Hambur
Sanata Dharma University
Yogyakarta
2023*

This aims of study is to determine whether : 1) Product quality has an effect on consumer loyalty for Emina products, 2) Price has an effect on consumer loyalty for Emina products, 3) Brand image has an effect on consumer loyalty on Emina products, 4) Customer satisfaction has an effect on consumer loyalty on Emina products, 5) product quality effect consumer satisfaction of Emina products, 6) price effect consumer satisfaction of Emina products, 7) brand image effect consumer satisfaction of Emina products, 8) consumer satisfaction mediates the effect of price on consumer loyalty of Emina products, 9) consumer satisfaction mediates the effect of product quality on consumer loyalty to Emina products, 10) consumer satisfaction mediates the effect of brand image on consumer loyalty to Emina products. The sampling technique in this study was purposive sampling. Data were obtained by distributing questionnaires about product quality, price, brand image, customer satisfaction and customer loyalty to 100 respondents. The data analysis technique used in this study is Partial Least Square using the WarpPLS 7.0 application. The results of this study indicate that 1) product quality has an effect on consumer loyalty, 2) price has no effect on consumer loyalty, 3) brand image has no effect on consumer loyalty, 4) consumer satisfaction mediates the effect of product quality on customer loyalty, 5) satisfaction consumers mediates indirect-only (full mediation) the effect of price on consumer loyalty, 6) Consumersatisfaction mediates indirect-only (full mediation) the effect of brand image on consumer loyalty for Emina products.

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