

**ABSTRAK**

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

Studi pada Pelanggan Warung Guyub Karawaci

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2023

Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh kualitas produk terhadap loyalitas pelanggan Warung Guyub, 2) pengaruh kualitas pelayanan terhadap loyalitas pelanggan Warung Guyub, 3) pengaruh harga terhadap loyalitas pelanggan Warung Guyub, 4) pengaruh kepuasan pelanggan terhadap loyalitas pelanggan Warung Guyub, 5) pengaruh kualitas produk terhadap loyalitas pelanggan Warung Guyub melalui kepuasan pelanggan, 6) pengaruh kualitas pelayanan terhadap loyalitas pelanggan Warung Guyub melalui kepuasan pelanggan, 7) pengaruh harga terhadap loyalitas pelanggan Warung Guyub melalui kepuasan pelanggan. Teknik pengambilan sampel menggunakan teknik *non probability sampling*. Data diperoleh melalui kuesioner yang disebarakan kepada 110 pelanggan Warung Guyub. Analisis data menggunakan *Partial Least Square* dan pengolahan data menggunakan SmartPLS 3. Hasil penelitian menunjukkan bahwa: 1) kualitas produk secara langsung tidak berpengaruh positif terhadap loyalitas pelanggan, 2) kualitas pelayanan secara langsung berpengaruh positif terhadap loyalitas pelanggan, 3) harga secara langsung tidak berpengaruh positif terhadap loyalitas pelanggan, 4) kepuasan pelanggan secara langsung berpengaruh positif terhadap loyalitas pelanggan, 5) kepuasan pelanggan tidak memediasi (*no effect*) pengaruh kualitas produk terhadap loyalitas pelanggan, 6) kepuasan pelanggan memediasi sebagian (*complementary*) pengaruh kualitas pelayanan terhadap loyalitas pelanggan, 7) kepuasan pelanggan memediasi penuh (*indirect-only*) pengaruh harga terhadap loyalitas pelanggan.

Kata Kunci: Kualitas produk, kualitas pelayanan, harga, loyalitas pelanggan dan kepuasan pelanggan

**ABSTRACT**

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

A study on customer Warung Guyub Karawaci

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*This research aims to find out: 1) The effect of product quality on customer loyalty of Warung Guyub, 2) the effect of service quality on customer loyalty of Warung Guyub, 3) the effect of price on customer loyalty of Warung Guyub, 4) the effect of customer satisfaction on customer loyalty of Warung Guyub, 5) the effect of product quality on customer loyalty of Warung Guyub through customer satisfaction, 6) the effect of service quality on customer loyalty of Warung Guyub through customer satisfaction, 7) the effect of price on customer loyalty of Warung Guyub through customer satisfaction. The sampling technique uses non probability sampling technique. Data was obtained through a questionnaire distributed to 110 customers of Warung Guyub. Data analysis using Partial Least Square and data processing using SmartPLS 3. The results showed that: 1) product quality directly has no positive effect on customer loyalty, 2) service quality directly has a positive effect on customer loyalty, 3) price directly has no positive effect on customer loyalty, 4) customer satisfaction directly has a positive effect on customer loyalty, 5) customer satisfaction does not mediate (no effect) the effect of product quality on customer loyalty, 6) customer satisfaction partially mediates (complementary) the effect of service quality on customer loyalty, 7) customer satisfaction fully mediates (indirect-only) the effect of price on customer loyalty.*

*Keywords: Product quality, service quality, price, customer loyalty and customer satisfaction.*