

ABSTRAK

PENGARUH KUALITAS PELAYANAN, HARGA DAN KETERLIBATAN PADA LOYALITAS PELANGGAN MENANTEA DENGAN KEPUASAN PELANGGAN SEBAGAI MEDIASI

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh kualitas pelayanan terhadap kepuasan pelanggan. (2) Pengaruh kualitas pelayanan terhadap loyalitas pelanggan. (3) Pengaruh harga terhadap kepuasan pelanggan. (4) Pengaruh harga terhadap loyalitas pelanggan. (5) Pengaruh keterlibatan pelanggan terhadap kepuasan pelanggan. (6) Pengaruh keterlibatan pelanggan terhadap loyalitas pelanggan. (7) Pengaruh kepuasan pelanggan terhadap loyalitas pelanggan. (8) Kepuasan pelanggan memediasi pengaruh kualitas pelayanan terhadap loyalitas pelanggan. (9) Kepuasan pelanggan memediasi pengaruh harga terhadap loyalitas pelanggan. (10) Kepuasan pelanggan memediasi pengaruh keterlibatan pelanggan terhadap loyalitas. Teknik mengumpulkan sampel adalah *purposive sampling*. Data responden sebanyak 100 orang diperoleh dengan membagikan kuesioner. Analisa data menggunakan *Partial Least Square-Structural Equation Model*, analisis mediasi Baron & Kenny dan menggunakan aplikasi SmartPLS 4. Hasil dari penelitian ini menunjukkan bahwa: (1) Kualitas Pelayanan berpengaruh terhadap Kepuasan Pelanggan. (2) Kualitas Pelayanan berpengaruh terhadap Loyalitas Pelanggan. (3) Harga berpengaruh terhadap Kepuasan Pelanggan. (4) Harga berpengaruh terhadap Loyalitas Pelanggan. (5) Keterlibatan Pelanggan berpengaruh terhadap Kepuasan Pelanggan. (6) Keterlibatan Pelanggan berpengaruh terhadap Loyalitas Pelanggan. (7) Kepuasan Pelanggan berpengaruh terhadap Loyalitas Pelanggan. (8) Kepuasan Pelanggan memediasi penuh dalam hubungan pengaruh kualitas pelayanan terhadap loyalitas pelanggan. (9) Kepuasan pelanggan memediasi sebagian bersifat komplementer dalam hubungan pengaruh harga terhadap loyalitas pelanggan. (10) Kepuasan pelanggan memediasi sebagian bersifat komplementer dalam hubungan pengaruh keterlibatan pelanggan terhadap loyalitas.

Kata Kunci: Kualitas Pelayanan, Harga, Keterlibatan, Kepuasan, Loyalitas Pelanggan.

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY, PRICE, AND CUSTOMER ENGAGEMENT ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATION

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This study aims to find out: (1) the influence of service quality on customer satisfaction, (2) the influence of service quality on customer loyalty, (3) the influence of price on customer satisfaction, (4) the influence of price on customer loyalty, (5) the influence of customer engagement on customer satisfaction, (6) the influence of customer engagement on customer loyalty, (7) the influence of customer satisfaction on customer loyalty, (8) customer satisfaction mediates the influence of service quality on customer loyalty, (9) customer satisfaction mediates the influence of price on customer loyalty, and (10) customer satisfaction mediates the influence of customer engagement on customer loyalty.

The technique used to collect samples is purposive sampling. Data was obtained by distributing questionnaires to 100 respondents. Data analysis was conducted using Partial Least Square-Structural Equation Modeling by the SmartPLS 4, and Baron & Kenny mediation analysis. The results of this study indicate that: (1) Service Quality influenced Customer Satisfaction, (2) Service Quality did not influence Customer Loyalty, (3) Price influenced Customer Satisfaction, (4) Price influenced Customer Loyalty, (5) Customer Engagement influenced Customer Satisfaction, (6) Customer Engagement influenced Customer Loyalty, (7) Customer Satisfaction influenced Customer Loyalty, (8) Customer Satisfaction fully mediated the relationship between Service Quality and Customer Loyalty, (9) Customer Satisfaction partially mediated (complementary) in the relationship between Price and Customer Loyalty, and (10) Customer Satisfaction partially mediated (complementary) in the relationship between Customer Engagement and Customer Loyalty.

Keywords: Service Quality, Price, Customer Engagement, Satisfaction, Customer Loyalty.