

ABSTRAK
PENGARUH HARGA, KUALITAS LAYANAN DAN LOKASI TERHADAP
LOYALITAS PELANGGAN BEAR CAVE GYM YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga terhadap loyalitas pelanggan, (2) pengaruh kualitas layanan terhadap loyalitas pelanggan, (3) pengaruh lokasi terhadap loyalitas pelanggan. Populasi dalam penelitian ini adalah masyarakat Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan purposive sampling, data diperoleh dengan membagikan kuesioner kepada 106 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda, pengujian hipotesis, dan koefisien determinasi. Analisis data dibantu dengan menggunakan program aplikasi IBM SPSS Statistic 26. Hasil penelitian menunjukkan bahwa: 1) harga berpengaruh positif terhadap loyalitas pelanggan, 2) kualitas layanan berpengaruh positif terhadap loyalitas pelanggan, 3) Lokasi berpengaruh positif terhadap loyalitas pelanggan.

Kata kunci: Harga, Kualitas Layanan, Lokasi, Loyalitas Pelanggan.

ABSTRACT

***THE INFLUENCE OF PRICE, SERVICE QUALITY, AND LOCATION ON
CUSTOMER LOYALTY BEAR CAVE GYM YOGYAKARTA***

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This study aims to determine: (1) the influence of price on customer loyalty, (2) the influence of service quality on customer loyalty, (3) the influence of location on customer loyalty. The population in this study is the community of the Special Region of Yogyakarta. The sampling technique used is purposive sampling, and data was obtained by distributing questionnaires to 106 respondents. The data analysis techniques in this study are descriptive analysis, classical assumption testing, multiple linear regression analysis, hypothesis testing, and the coefficient of determination. Data analysis was assisted using the IBM SPSS Statistics 26 application program. The research results indicate that: 1) price has a positive effect on customer loyalty, 2) Service quality has a positive effect on customer loyalty, 3) Location has a positive effect on customer loyalty.

Keywords: Price, Service Quality, Location, Customer Loyalty.

