

ABSTRAK

ANALISIS PENGARUH KUALITAS PELAYANAN, DIGITAL MARKETING, HARGA, DAN LOKASI TERHADAP LOYALITAS PELANGGAN YANG DIMEDIASI KEPUASAN PELANGGAN

Studi pada The Chapter Barbershop di Yogyakarta

Maria Shinta Juliandita
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengetahui : 1) pengaruh kualitas pelayanan terhadap loyalitas pelanggan. 2) pengaruh digital *marketing* terhadap loyalitas pelanggan. 3) pengaruh harga terhadap loyalitas pelanggan. 4) pengaruh lokasi terhadap loyalitas pelanggan. 5) pengaruh kepuasan pelanggan terhadap loyalitas pelanggan. 6) pengaruh kualitas pelayanan terhadap kepuasan pelanggan. 7) pengaruh digital *marketing* terhadap kepuasan pelanggan. 8) pengaruh harga terhadap kepuasan pelanggan. 9) pengaruh lokasi terhadap kepuasan pelanggan. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada pelanggan telah menggunakan jasa The Chapter Barbershop minimal dua kali selama tahun 2024 dan mengetahui digital *marketing* yang digunakan oleh *barbershop*. Teknik analisis data yang digunakan adalah *Partial Least Square - Structural Equation Modeling* (PLS-SEM) dengan bantuan software SmartPLS. Hasil penelitian menunjukkan bahwa kualitas pelayanan, digital *marketing*, harga, dan lokasi berpengaruh positif terhadap kepuasan pelanggan. Kepuasan pelanggan terbukti memiliki pengaruh signifikan terhadap loyalitas pelanggan. Selain itu, kepuasan pelanggan juga memediasi hubungan antara variabel kualitas pelayanan, digital *marketing*, harga, dan lokasi terhadap loyalitas pelanggan.

Kata Kunci: Kualitas Pelayanan, Digital Marketing, Harga, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, DIGITAL MARKETING, PRICE, AND LOCATION ON CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION

A Study at The Chapter Barbershop in Yogyakarta

Maria Shinta Juliandita
Sanata Dharma University
Yogyakarta
2025

This study aims to determine: (1) the influence of service quality on customer loyalty (2) the influence of digital marketing on customer loyalty (3) the influence of price on customer loyalty (4) the influence of location on customer loyalty (5) the influence of customer satisfaction on customer loyalty (6) the influence of service quality on customer satisfaction (7) the influence of digital marketing on customer satisfaction (8) the influence of price on customer satisfaction (9) the influence of location on customer satisfaction. The sampling technique used in this study was purposive sampling. Data were collected by distributing questionnaires to customers who had used the services of The Chapter Barbershop at least twice during 2024 and were familiar with the digital marketing strategies implemented by the barbershop. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The results indicate that service quality, digital marketing, price, and location have a positive influence on customer satisfaction. Furthermore, customer satisfaction significantly affects customer loyalty and serves as a mediating variable in the relationship between service quality, digital marketing, price, and location with customer loyalty.

Keywords: Service quality, digital marketing, price, customer satisfaction, customer loyalty.