

ABSTRAK

**PENGARUH KUALITAS PRODUK, HARGA, DAN KUALITAS
PELAYANAN TERHADAP LOYALITAS PELANGGAN ONGTING
COFFEE YOGYAKARTA**

Studi Kasus pada Pelanggan Ongting Coffee Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh kualitas produk, harga, dan kualitas pelayanan secara simultan terhadap loyalitas pelanggan di Ongting Coffee Yogyakarta, (2) Pengaruh kualitas produk terhadap loyalitas pelanggan di Ongting Coffee Yogyakarta, (3) Pengaruh harga terhadap loyalitas pelanggan di Ongting Coffee Yogyakarta, (4) Pengaruh kualitas pelayanan terhadap loyalitas pelanggan di Ongting Coffee Yogyakarta. Populasi dalam penelitian ini adalah seluruh konsumen Ongting Coffee Yogyakarta. Sampel dalam penelitian ini adalah 96 konsumen Ongting Coffee Yogyakarta yang telah melakukan minimal pembelian dua kali dalam dua minggu terakhir. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Data diperoleh dengan membagikan kuesioner online kepada 96 responden. Analisis data yang digunakan adalah *Statistical Package for the Social Sciences* (SPSS). Hasil dari penelitian ini menunjukkan bahwa : (1) Kualitas produk, harga dan kualitas pelayanan berpengaruh secara simultan terhadap loyalitas pelanggan Ongting Coffee Yogyakarta, (2) Kualitas produk berpengaruh terhadap loyalitas pelanggan Ongting Coffee Yogyakarta, (3) Harga berpengaruh terhadap loyalitas pelanggan Ongting Coffee Yogyakarta, (4) Kualitas pelayanan tidak berpengaruh terhadap loyalitas pelanggan Ongting Coffee Yogyakarta.

Kata kunci: Kualitas Produk, Harga, Kualitas Pelayanan, Loyalitas Pelanggan.

ABSTRACT

**THE EFFECT OF PRODUCT QUALITY, PRICE, AND SERVICE
QUALITY ON CUSTOMER LOYALTY OF ONGTING COFFEE
YOGYAKARTA**

Case Study on Ongting Coffee Yogyakarta Customers

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This study aims to determine: (1) The influence of product quality, price, and service quality simultaneously on customer loyalty at Ongting Coffee Yogyakarta, (2) The influence of product quality on customer loyalty at Ongting Coffee Yogyakarta, (3) The influence of price on customer loyalty at Ongting Coffee Yogyakarta, (4) The influence of service quality on customer loyalty at Ongting Coffee Yogyakarta. The population in this study were all consumers of Ongting Coffee Yogyakarta. The sample in this study were 96 consumers of Ongting Coffee Yogyakarta who had made at least two purchases in the last two weeks. The sampling technique used purposive sampling technique. Data were obtained by distributing online questionnaires to 96 respondents. Data analysis used Statistical Package for the Social Sciences (SPSS). The results of this study indicate that: (1) Product quality, price and service quality simultaneously influence customer loyalty at Ongting Coffee Yogyakarta, (2) Product quality influences customer loyalty at Ongting Coffee Yogyakarta, (3) Price influences customer loyalty at Ongting Coffee Yogyakarta, (4) Service quality does not influence customer loyalty at Ongting Coffee Yogyakarta.

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