

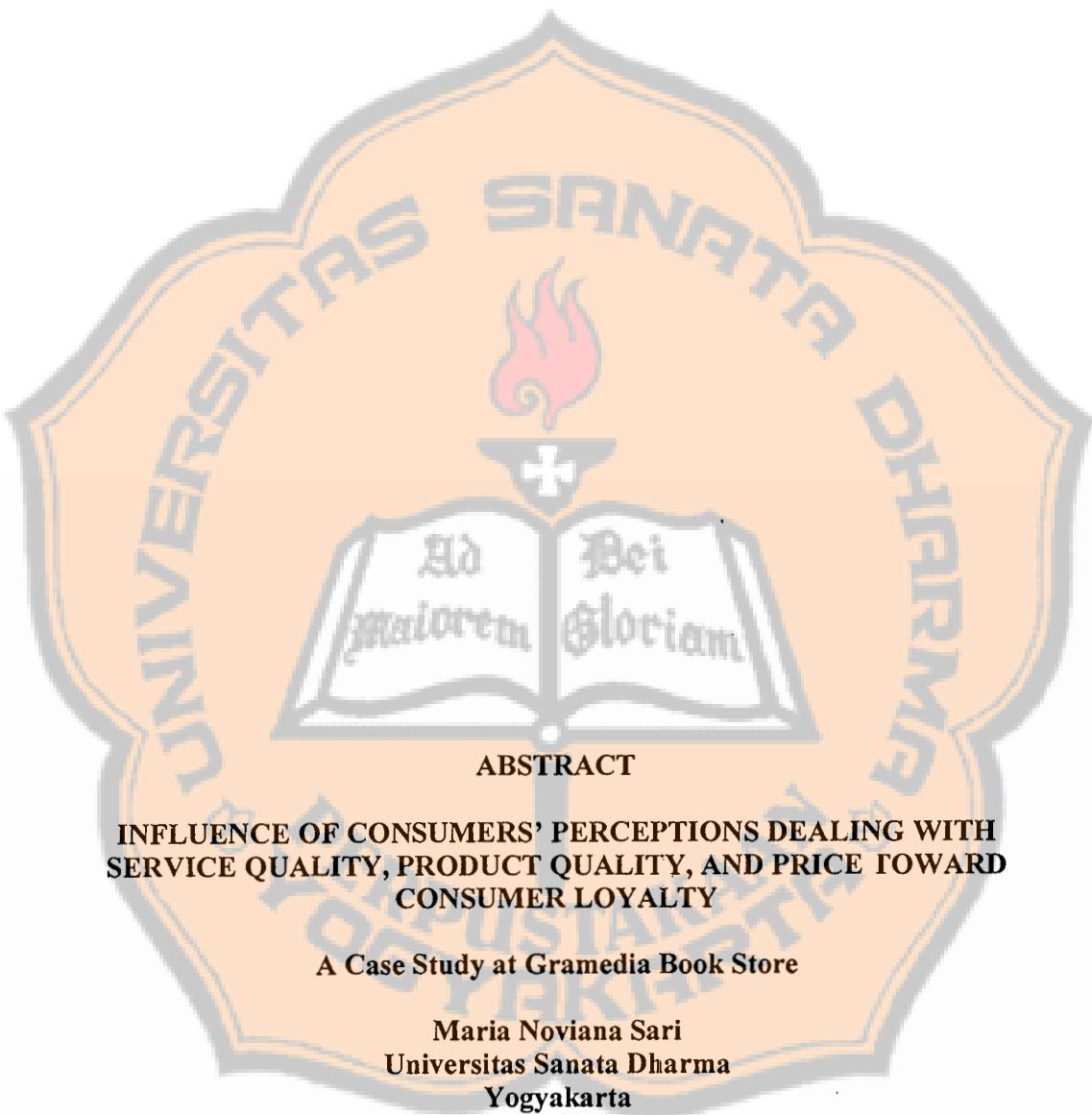


**PENGARUH PERSEPSI KONSUMEN MENGENAI
KUALITAS PELAYANAN, KUALITAS PRODUK DAN HARGA
TERHADAP LOYALITAS KONSUMEN**
Studi Kasus Pada Toko Buku Gramedia
Jln. Jend. Sudirman No. 54-56 Yogyakarta

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2006

Tujuan penelitian ini adalah untuk mengetahui : 1) apakah ada pengaruh yang positif dan signifikan dari persepsi konsumen mengenai kualitas pelayanan terhadap loyalitas konsumen; 2) apakah ada pengaruh yang positif dan signifikan dari persepsi konsumen mengenai kualitas produk terhadap loyalitas konsumen; 3) apakah ada pengaruh yang positif dan signifikan dari persepsi konsumen mengenai harga terhadap loyalitas konsumen; 4) apakah ada pengaruh yang positif dan signifikan dari persepsi konsumen mengenai kualitas pelayanan, kualitas produk dan harga terhadap loyalitas konsumen.

Penelitian dilaksanakan di Toko Buku Gramedia Yogyakarta pada bulan



**INFLUENCE OF CONSUMERS' PERCEPTIONS DEALING WITH
SERVICE QUALITY, PRODUCT QUALITY, AND PRICE TOWARD
CONSUMER LOYALTY**

A Case Study at Gramedia Book Store

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2006

The objective of this research were to know : (1) whether there were any positive and significant influences from consumers' perceptions dealing with service quality to consumer loyalty ; (2) whether there were any positive and significant influences from consumers' perceptions dealing with product quality to consumer loyalty ; (3) whether there were any positive and significant influences from consumers' perceptions dealing with price to consumer loyalty; (4) whether there were positive and significant influences of consumers' perceptions dealing with service quality, product quality, and price to consumer loyalty.

The research was carried out at Gramedia Book Store Yogyakarta, in April 2006. Method of data collecting used were observation, interviews, and questionnaire. Data analysis technique used was *Product Moment Correlation* and *Double Linear Regression*, with significance rate 0.05.

The result of research showed that: 1) There were positive and significant effects toward consumers' perceptions dealing with service quality to consumer loyalty ($\alpha = 0.226$) ; 2) there were positive and significant effects toward