

ABSTRAK

**PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN DAN
HARGA TERHADAP LOYALITAS PELANGGAN**

Studi Kasus : Distro Nimco Royal Store di Yogyakarta

Renatus Hasto Pinuntun

Universitas Sanata Dharma

Yogyakarta, 2015

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan dan harga terhadap loyalitas pelanggan pada distro Nimco Royal Store. Populasi dalam penelitian ini adalah pelanggan distro Nimco Royal Store, dengan sampel sebanyak 100 responden dimasing-masing perusahaan. Pengambilan sampel menggunakan teknik *non probability sampling* yang digunakan adalah *convenience sampling*. Teknik pengumpulan data dengan kuesioner dan wawancara secara langsung. Analisis data menggunakan teknik analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa kualitas produk, kualitas pelayanan dan harga secara bersama-sama berpengaruh terhadap loyalitas pelanggan di distro Nimco Royal Store. Kualitas produk dan kualitas pelayanan secara parsial berpengaruh terhadap loyalitas pelanggan di Nimco Royal Store. Kemudian pada variabel harga dalam arti efektivitas kebijakan harga tidak berpengaruh terhadap loyalitas pelanggan di distro Nimco Royal Store.

Kata kunci : kualitas produk, kualitas pelayanan, harga, loyalitas.

ABSTRACT

**THE INFLUENCE OF PRODUCT QUALITY , SERVICE QUALITY AND
PRICE TO THECONSUMER'S LOYALTY**

Case Study on the Distro Nimco Royal Store

Renatus Hasto Pinuntun

Universitas Sanata Dharma

Yogyakarta, 2015

The purpose of the research is to identify the influence of product quality, service quality and price to the consumer's loyalty on distro Nimco Royal Store. The population in this research is all of consumers on distro Nimco Royal Store with a sample of 100 respondents. The sample technique is using a non probability sampling technique, which is convenience sampling. Data collection technique is using a questionnaire and a interview. Data analysis is using multiple linier regression analysis. The result of this research indicated that the product quality, service quality and the price simultaneously influence the consumer's loyalty on distro Nimco Royal Storeconsumer's. The product quality and service quality partially influence to consumer's loyalty to distro Nimco Royal Storeconsumer's. Afterward on price variable that meaning is Effectiveness of policy does not influence to consumer's loyalty on distro Nimco Royal Storeconsumer's

Key word : product quality, service quality, price, loyalty