

INTISARI

Penelitian ini dilakukan guna menguji dan menganalisis pengaruh Harga Produk dan Kualitas Layanan terhadap Loyalitas melalui Mediasi Kepuasan Pelanggan Angkringan Wifi Ojo Dhumeh Bambanglipuro Bantul. Sampel yang digunakan dalam penelitian adalah 100 responden dengan teknik pengambilan sampel *nonprobability purposive sampling*. Metode analisis data yang digunakan dalam penelitian ini adalah analisis kuantitatif menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji F, koefisien determinasi, uji T, dan analisis regresi berganda. Melalui metode regresi berganda dapat disimpulkan bahwa variabel harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, variabel kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, harga dan kualitas layanan secara bersamaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dan variabel kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata Kunci: Harga, Kualitas Layanan, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

This research was conducted to test and analyze the effect of Product Prices and Service Quality on Loyalty through Mediation of Angkringan Wifi Ojo Dhumeh Bambanglipuro Bantul's Customer Satisfaction. The sample used in the study was 100 respondents with a nonprobability purposive sampling technique.. The data analysis method used in this study is a quantitative analysis using validity, reliability, classic assumption, F test, coefficient of determination, T test, and multiple regression analysis. Through the multiple regression method it can be concluded that the price variable has a positive and significant effect on customer satisfaction, the service quality variable has a positive and significant effect on customer satisfaction, price and service quality simultaneously has a positive and significant effect on customer satisfaction, and the customer satisfaction variable has a positive and significant effect on customer loyalty.

Keywords: Price, Service Quality, Customer Satisfaction, Customer Loyalty



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MELALUI MEDIASI KEPUASAN
PELANGGAN (Studi Kasus pada Pelanggan Angkringan Wifi Ojo Dhumeh Bambanglipuro Bantul)
ANALYSIS OF
THE EFFECT OF PRODUCT PRICES AND SERVICE QUALITY ON LOYALTY THROUGH MEDIATION
OF CUSTOMER
SATISFACTION (Case Study of Angkringan Wifi Ojo Dhumeh Bambanglipuro Bantul's Customer)**
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