

INTISARI

Penelitian ini bertujuan untuk mengetahui : 1) Pengaruh kualitas pelayanan terhadap loyalitas pelanggan, 2) Pengaruh harga terhadap loyalitas pelanggan pada klinik kecantikan Larissa (Larissa Aesthetic Center), Jl. C Simanjuntak No. 78, Sleman, Yogyakarta. Teknik pengambilan sampel menggunakan *Judgement Sampling*. Data diperoleh dengan membagikan kuesioner tentang kualitas pelayanan, harga dan loyalitas pelanggan kepada 50 responden. 1) Koefisien regresi variabel kualitas pelayanan (X1) bernilai positif artinya pada saat kualitas pelayanan meningkat maka loyalitas pelanggan di Larissa juga akan mengalami peningkatan 2) Secara parsial dimensi harga, berpengaruh positif dan signifikan terhadap loyalitas pelanggan Klinik Kecantikan Larissa Jln C Simanjuntak.

Kata Kunci : Kualitas Pelayanan, Harga, Loyalitas Pelanggan.

ABSTRACT

THE INFLUENCE OF QUALITY SERVICE AND PRICE ON CUSTOMER LOYALTY IN LARISSA AESTHETICH CENTER

This study aims to determine : 1) Effect of service quality on customer loyalty, 2) Effect of price on customer loyalty, 3) The service quality and price simultaneously on customer loyalty of *Larissa Aesthetic Center*, Jl. C Simanjuntak No. 78, Sleman, Yogyakarta. The Sampling technique used in this study was *judgement sampling*. The data were obtained through distributing questionnaires measuring quality of service, price, customer loyalty to 50 respondents. 1) The regression coefficient of service quality variable (X1) is positive, meaning that when service quality increases, customer loyalty in Larissa will also increase 2) Partially as a price dimension, has a positive and significant effect on customer loyalty at Larissa Jln C Simanjuntak Beauty Clinic.

Keyword: Quality service, Price, Customer Loyalty