

ABSTRAK

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Pengaruh Persepsi Harga dan Kualitas Layanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Mediasi (Studi Kasus pada Konsumen Bus Po. Haryanto Trayek Solo).

Abstrak

Penelitian ini bertujuan untuk menjelaskan pengaruh persepsi harga dan kualitas layanan terhadap kepuasan pelanggan dan loyalitas pelanggan, pengaruh kepuasan pelanggan terhadap loyalitas pelanggan, serta peran kepuasan pelanggan memediasi harga dan kualitas layanan terhadap loyalitas pelanggan. Penelitian ini merupakan penelitian kausal dengan menggunakan pendekatan kuantitatif. Populasi yang digunakan dalam penelitian ini adalah seluruh konsumen bus Po. Haryanto trayek Solo, sedangkan sampel yang diambil sebanyak 120 orang dengan menggunakan teknik *purposive sampling*. Penelitian ini bersumber dari data primer yang diperoleh melalui pengambilan kuesioner. Metode analisis data yang digunakan dalam penelitian ini adalah analisis *Structural Equation Modelling (SEM)* dengan menggunakan program *Partial Least Square (PLS)*. Hasil dalam penelitian ini menunjukkan bahwa: (1) persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan ($p\text{-value} < 0,001$); (2) persepsi harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan ($p\text{-value} 0,002$); (3) kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan ($p\text{-value} 0,005$); (4) kualitas layanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan ($p\text{-value} < 0,001$); (5) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan ($p\text{-value} 0,027$); (6) kepuasan pelanggan memediasi hubungan antara persepsi harga dan loyalitas pelanggan secara parsial ($p\text{-value} 0,037$); (7) kepuasan pelanggan memediasi hubungan antara kualitas layanan dan loyalitas pelanggan secara parsial ($p\text{-value} 0,014$). Tinjauan Islam menjelaskan bahwa dalam menetapkan harga dan memberikan pelayanan kepada pelanggan harus sesuai syari'at Islam dan tidak boleh menzalimi sesama manusia. Kepuasan pelanggan merupakan wujud dari rasa syukur. Semua hal tersebut dapat memiliki pengaruh baik terhadap loyalitas pelanggan jika didasari aturan syari'at Islam, penuh keikhlasan dan rasa syukur kepada Allah SWT.

Kata kunci: Persepsi Harga, Kualitas Layanan, Kepuasan Pelanggan, Loyalitas Pelanggan, Islam.

ABSTRACT

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The Effect of Price Perception and Service Quality on Customer Loyalty through Customer Satisfaction as Mediation (Case Study on Bus Consumers of Po. Haryanto Solo Route).

Abstract

This study aims to explain the effect of price perception and service quality on customer satisfaction and customer loyalty, the effect of customer satisfaction on customer loyalty, and the role of customer satisfaction mediating price and service quality on customer loyalty. This research is a causal research using a quantitative approach. The population used in this study was the entire consumer of the Po. Haryanto bus on Solo route, while the sample taken was 120 people using purposive sampling techniques. This research was sourced from primary data obtained through questionnaire collection. The data analysis method used in this study is Structural Equation Modelling analysis (SEM) analysis using the Partial Least Square (PLS) program. The results in this study show that: (1) price perception has a positive and significant effect on customer satisfaction (p-value < 0,001); (2) price perception has a positive and significant effect on customer loyalty (p-value 0,002); (3) service quality has a positive and significant effect on customer satisfaction (p-value 0,005); (4) service quality has a positive and significant effect on customer loyalty (p-value < 0,001); (5) customer satisfaction has a positive and significant effect on customer loyalty (p-value 0,027); (6) customer satisfaction mediates the relationship between price perception and customer loyalty partially (p-value 0,037); (7) customer satisfaction mediates the relationship between service quality and customer loyalty partially (p-value 0,014). The Islamic review explains that in setting prices and providing services to customers, it must be in accordance with Islamic law and must not disqualify fellow human beings. Customer satisfaction is a form of gratitude. All of these things can have a good influence on customer loyalty if they are based on islamic sharia rules, full of sincerity and gratitude to Allah SWT.

Keywords: Price Perception, Quality of Service, Customer Satisfaction, Customer Loyalty, Islam.