

ABSTRAK

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Pengaruh Harga, *Electronic Service Quality* Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Mediator Serta Tinjauannya dari Sudut Pandang Islam (Studi Pada Pelanggan Netflix di DKI Jakarta)

Uraian Abstrak

Tujuan penelitian ini adalah untuk menguji Pengaruh Harga dan *E-Service Quality* Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. Sampel yang digunakan dalam penelitian ini adalah pelanggan atau konsumen Netflix di kotamadya di DKI Jakarta yang berjumlah 112 orang. Teknik pengambilan sampel yang digunakan adalah teknik purposive sampling. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu Partial Least Square (PLS) melalui software WarpPLS versi 8.0. Hasil penelitian menunjukkan bahwa: (1) Harga berpengaruh positif terhadap Loyalitas Pelanggan (2) *E-Service Quality* berpengaruh positif terhadap Loyalitas Pelanggan (3) Kepuasan Pelanggan berpengaruh positif terhadap Loyalitas Pelanggan (4) Harga berpengaruh positif terhadap Kepuasan Pelanggan (5) *E-Service Quality* berpengaruh positif terhadap Kepuasan Pelanggan (6) Kepuasan Pelanggan mampu memediasi pengaruh Harga terhadap Loyalitas Pelanggan (7) Kepuasan Pelanggan mampu memediasi pengaruh *E-Service Quality* terhadap Loyalitas Pelanggan. Menurut pandangan Islam menarik pelanggan untuk loyal terhadap produk atau jasa diperbolehkan akan tetapi harus sesuai dengan syariat Islam dan tidak mendzalimi sesama.

Kata Kunci: Harga, *E-Service Quality*, Kepuasan Pelanggan, Loyalitas Pelanggan, Islam

ABSTRACT

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The Influence of Price, Electronic Service Quality on Customer Loyalty with Customer Satisfaction as Mediator and Seen from The Perspective of Islam (Study of Netflix Customers in DKI Jakarta)

Abstract Description

The aim of this research is to examine the influence of price and e-service quality on customer loyalty with customer satisfaction as a mediating variable. The sample used in this research is 112 Netflix customers or consumers in municipality in DKI Jakarta. The sampling technique used was a purposive sampling technique. Data was collected using a survey method with a questionnaire instrument. The data analysis method used was Partial Least Square (PLS) via WarpPLS software version 8.0. The research results showed that: (1) Price has a positive effect on Customer Loyalty (2) E-Service Quality has a positive effect on Customer Loyalty (3) Customer Satisfaction has a positive effect on Customer Loyalty (4) Price has a positive effect on Customer Satisfaction (5) E-Service Quality has a positive effect on Customer Satisfaction (6) Satisfaction Customers are able to mediate the influence of Price on Customer Loyalty (7) Customer Satisfaction is able to mediate the influence of E-Service Quality on Customer Loyalty. According to the Islamic view, attracting customers to be loyal to a product or service is permissible, but it must comply with Islamic law and not harm others

Keywords: Price, E-Service Quality, Customer Satisfaction, Customer Loyalty, Islam