

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
Program Studi S-1 Manajemen  
2024

Anindita Yasmin  
120.2020.005

**Pengaruh Nilai Yang Dipersepsikan, Kualitas Pelayanan, Persepsi Harga Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Penumpang Transjakarta)**

(144 + xvi halaman, 19 tabel, 5 gambar, dan 6 lampiran)

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh nilai yang dipersepsikan, kualitas pelayanan, persepsi harga terhadap loyalitas pelanggan dengan kepuasan pelanggan dengan sebagai variabel intervening dan tinjauan dari sudut pandang islam. Populasi penelitian ini adalah masyarakat Jabodetabek pengguna Transjakarta yang berjumlah 132 responden. Teknik pengambilan sampel menggunakan metode non probability, dengan teknik purposive sampling melalui penyebaran kuesioner. Metode analisis yang digunakan adalah metode Partial Least Square Structural Equation Modeling (PLS-SEM).

Hasil penelitian menunjukkan bahwa nilai yang dipersepsikan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, nilai yang dipersepsikan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, persepsi harga tidak memiliki pengaruh terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan dapat memediasi pengaruh nilai yang dipersepsikan terhadap loyalitas pelanggan, kualitas pelayanan dapat memediasi pengaruh nilai yang dipersepsikan terhadap loyalitas pelanggan, persepsi harga dapat memediasi pengaruh nilai yang dipersepsikan terhadap loyalitas pelanggan. Nilai yang dipersepsikan, kualitas pelayanan, persepsi harga, loyalitas pelanggan dan kepuasan pelanggan pada pengguna Transjakarta sudah sesuai dengan syariat Islam

**Kata kunci: Nilai Yang dipersepsikan, kualitas pelayanan, persepsi harga, loyalitas pelanggan, Islam.**

## ABSTRACT

*Faculty of Economics and Business  
S-1 Management Study Program*

2024

**Anindita Yasmin**  
**120.2020.005**

***The Influence of Perceived Value, Service Quality, Price Perception on Customer Loyalty with Customer Satisfaction as an Intervening Variable and its Review from an Islamic Perspective (Case Study of Transjakarta Passengers).***

*(144 + xvi pages, 19 tables, 5 figures, and 6 attachments)*

## ABSTRACT

*This research aims to determine whether perceived value, service quality, perceived price have an influence on customer loyalty and customer satisfaction as intervening variables and perspectives from an Islamic point of view. The population of this research is the people of Jabodetabek who use Transjakarta. The sample in this research was the people of Jabodetabek who used Transjakarta transportation, totaling 132 respondents. The sampling technique uses a non-probability method, with a purposive sampling technique through distributing questionnaires. The analytical method used is the Partial Least Square Structural Equation Modeling (PLS-SEM) method.*

*The results of the research show that perceived value has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, perceived price has a positive and significant effect on customer satisfaction, perceived value has a positive and significant effect on customer loyalty, service quality has a positive effect and significant to customer loyalty, perceived price has no influence on customer loyalty, customer satisfaction has a positive and significant influence on customer loyalty, customer satisfaction can mediate the influence of perceived value on customer loyalty, service quality can mediate the influence of perceived value on customer loyalty, perception Price can mediate the influence of perceived value on customer loyalty. The perceived value, service quality, price perception, customer loyalty and customer satisfaction of Transjakarta users are in accordance with Islamic law.*

***Keywords: Perceived value, service quality, price perception, customer loyalty, Islam.***