

ABSTRAK

**Fakultas Ekonomi dan Bisnis
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**PENGARUH PERSEPSI HARGA TERHADAP LOYALITAS PELANGGAN
MELALU KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI
DAN DALAM SUDUT PANDANG ISLAM (Studi pada pelanggan Gojek di
Jabodetabek)**

128 + xiv halaman, 18 tabel, 8 gambar, dan 4 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga dan kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel mediasi dan dalam sudut pandang Islam pada pelanggan Gojek di wilayah Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling terhadap 150 responden dan dianalisis menggunakan Partial Least Square (PLS) dengan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa persepsi harga berpengaruh signifikan terhadap loyalitas pelanggan, kualitas pelayanan berpengaruh tidak signifikan terhadap loyalitas pelanggan, persepsi harga berpengaruh signifikan terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan, kepuasan pelanggan memediasi pengaruh persepsi harga terhadap loyalitas pelanggan, kepuasan pelanggan tidak memediasi pengaruh kualitas pelayanan terhadap loyalitas pelanggan. Temuan ini menunjukkan bahwa loyalitas pelanggan lebih dipengaruhi oleh persepsi harga yang adil dan sesuai manfaat, sementara kualitas pelayanan telah dianggap sebagai standar, serta dalam perspektif Islam praktik tersebut mencerminkan prinsip keadilan, kejujuran, dan kemaslahatan.

Kata Kunci : Persepsi Harga, Kualitas Pelayanan, Loyalitas Pelanggan, dan Kepuasan Pelanggan

ABSTRACT

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**THE EFFECT OF PRICE PERCEPTION ON CUSTOMER LOYALTY
THROUGH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE
AND FROM AN ISLAMIC PERSPECTIVE (A Study on Gojek Customers in
Jabodetabek)**

128 + xiv pages, 18 tables, 8 figures, and 4 appendices

Abstract Description

This study aims to analyze the influence of price perception and service quality on customer loyalty through customer satisfaction as a mediating variable and in the Islamic perspective on Gojek customers in the Greater Jakarta area. This study uses a quantitative approach with a purposive sampling technique on 150 respondents and analyzed using Partial Least Square (PLS) with SmartPLS 4.0. The results of the study indicate that price perception has a significant effect on customer loyalty, service quality has an insignificant effect on customer loyalty, price perception has a significant effect on customer satisfaction, service quality has a significant effect on customer satisfaction, customer satisfaction has a significant effect on customer loyalty, customer satisfaction mediates the effect of price perception on customer loyalty, customer satisfaction does not mediate the effect of service quality on customer loyalty. These findings indicate that customer loyalty is more influenced by the perception of fair and appropriate prices, while service quality has been considered as a standard, and in an Islamic perspective the practice reflects the principles of justice, honesty, and benefit.

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