

ABSTRAK

Dalam penelitian ini dijelaskan bahwa terdapat 100 responden dari Konsumen Salon Kencana Sidoarjo, dengan rincian jumlah kuisisioner yang dibagikan dan berhasil dikumpulkan sebanyak 100 lembar kuisisioner. Dengan berhasil terkumpulnya seluruh kuisisioner maka dapat diperoleh hasil yang menyatakan bahwasannya frekuensi jumlah responden terbanyak menurut Jenis Kelamin adalah Wanita dengan prosentase 52 persen. Dari jumlah responden yang sebanyak 100 responden. Dengan hasil penelitian sebagai berikut : 1. Berdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Harga Terhadap Respon Konsumen Sehingga dapat disimpulkan bahwa secara langsung terdapat pengaruh signifikan X_1 terhadap Z . 2. Berdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Pelayanan (X_2) Terhadap Respon Konsumen (Z) sebesar Sehingga dapat disimpulkan bahwa secara langsung terdapat pengaruh signifikan X_2 terhadap Z . 3. Berdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Harga (X_1) Terhadap Loyalitas Pelanggan (Y) Sehingga dapat disimpulkan bahwa secara langsung terdapat pengaruh signifikan Variabel Harga (X_1) terhadap Loyalitas Pelanggan (Y). 4. Berdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Pelayanan (X_2) Terhadap Loyalitas Pelanggan (Y) Sehingga dapat disimpulkan bahwa secara langsung terdapat pengaruh signifikan Pelayanan (X_2) Terhadap Loyalitas Pelanggan (Y).

5. Berdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Respon Konsumen (Z) Terhadap Loyalitas Pelanggan (Y) sebesar. Sehingga dapat disimpulkan bahwa secara langsung terdapat pengaruh signifikan variabel Respon Konsumen (Z) Terhadap Loyalitas Pelanggan (Y). Berdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Harga (X_1) Terhadap Respon Konsumen (Z) yang berdampak pada Loyalitas Pelanggan (Y) mempunyai nilai signifikansi Sebesar 0.00. Sehingga dapat disimpulkan bahwa secara tidak langsung terdapat pengaruh signifikan variabel Harga (X_1) Terhadap Respon Konsumen (Z) yang berdampak pada Loyalitas Pelanggan (Y)

Kata Kunci : Strategi Harga, Pelayanan *Homecare*, Respon, dan Loyalitas Pelanggan

ABSTRACT

In this study, it was explained that there were 100 respondents from the Sidoarjo Kencana Salon Consumer, with details of the number of questionnaires distributed and as many as 100 questionnaires were collected. With the successful collection of all questionnaires, results can be obtained stating that the frequency of the highest number of respondents according to Gender is Women with a percentage of 52 percent of the total respondents of 100 respondents. The results of the study are as follows: 1. Based on the results of the path coefficient analysis above, it appears that the effect of Price Variables on Consumer Response So it can be concluded that there is a direct significant effect of X1 on Z. 2. Based on the results of the path coefficient analysis above, it appears that the effect of the Service variable (X2) on Consumer Response (Z) is so that it can be concluded that there are directly a significant influence of X2 on Z. 3. Based on the results of the path coefficient analysis above, it appears that the effect of the Price (X1) variable on Customer Loyalty (Y) So it can be concluded that there is a significant direct effect on the Price Variable (X1) on Customer Loyalty (Y). 4. Based on the results of the path coefficient analysis above, it appears that the effect of the Service variable (X2) on Customer Loyalty (Y) So it can be concluded that there is a direct significant effect of Service (X2) on Customer Loyalty (Y). 5. Based on the results of the path coefficient analysis above, it appears that the influence of the Consumer Response (Z) variable on Customer Loyalty (Y) is. So it can be concluded that there is a significant direct effect on the Consumer Response variable (Z) on Customer Loyalty (Y). Based on the results of the path coefficient analysis above, it appears that the effect of the variable Price (X1) on Consumer Response (Z) which impacts on Customer Loyalty (Y) has a significance value of 0.00. So it can be concluded that indirectly there is a significant influence on the variable Price (X1) on Consumer Response (Z) which impacts on Customer Loyalty (Y)

Keywords: Price Strategy, Homecare Services, Response, and Customer Loyalty