

## ABSTRAK

Penelitian ini berjudul Pengaruh Kualitas Pelayanan Dan Persepsi Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Fresh Reflexology Mall City Of Tomorrow Surabaya yang bertujuan untuk mengetahui variabel bebas kualitas pelayanan dan persepsi harga baik secara langsung ataupun melalui kepuasan terhadap loyalitas pelanggan Fresh Reflexology. Penelitian ini penelitian kuantitatif deskriptif dengan populasi tidak terhingga, sampel diambil dengan menggunakan teori Roscoe 10 x jumlah variabel sehingga sampel dalam penelitian ini adalah 40 responden. Analisis instrumen adalah validitas dan reliabilitas, uji asumsi klasik dan pengujian hipotesis menggunakan uji normalitas, path analysis, uji T dan uji sobel. Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan berpengaruh terhadap kepuasan pelanggan Fresh Reflexology Mall City Of Tomorrow Surabaya dengan nilai t hitung  $>$  t tabel ( $3.607 > 0.6871$ ) dan nilai probabilitas signifikansi ( $0.001 < 0.05$ ). (2) kualitas persepsi harga berpengaruh terhadap kepuasan pelanggan Fresh Reflexology Mall City Of Tomorrow Surabaya dengan nilai t hitung  $>$  t tabel ( $2.159 > 0.6871$ ) dan nilai probabilitas signifikansi ( $0.037 < 0.05$ ). (3) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan Fresh Reflexology Mall City Of Tomorrow Surabaya dengan nilai t hitung  $>$  t tabel ( $2.302 > 0.6871$ ) dan nilai probabilitas signifikansi ( $0.027 < 0.05$ ). (4) kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan Fresh Reflexology Mall City Of Tomorrow Surabaya dengan t hitung  $>$  t tabel ( $15.158 > 0.6871$ ) dan nilai probabilitas signifikansi ( $0.000 < 0.05$ ). (5) persepsi harga berpengaruh tidak signifikan terhadap loyalitas pelanggan Fresh Reflexology Mall City Of Tomorrow Surabaya dengan nilai t hitung  $<$  t tabel ( $-0.122 < 0.6871$ ) dan nilai probabilitas signifikansi ( $0.903 > 0.05$ ). (6) kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan Fresh Reflexology Mall City Of Tomorrow Surabaya melalui kepuasan pelanggan dengan nilai koefisien mediasi untuk variabel kualitas pelayanan bernilai positif sebesar 0,110565 dengan t hitung = 16.37 lebih besar dari t tabel dan tingkat signifikansi 0.05 yaitu sebesar 1.96. (7) persepsi harga berpengaruh signifikan terhadap loyalitas pelanggan Fresh Reflexology Mall City Of Tomorrow Surabaya melalui kepuasan pelanggan dengan nilai koefisien mediasi untuk variabel persepsi harga bernilai positif sebesar 0.114036 dengan t hitung = 14.92 lebih besar dari t tabel dan tingkat signifikansi 0.05 yaitu sebesar 1.96.

**Kata Kunci : Kualitas Pelayanan, Persepsi Harga, Kepuasan Pelanggan, Loyalitas Pelanggan.**

## ABSTRACT

*This study is entitled The Effect of Service Quality and Price Perception on Customer Loyalty through Customer Satisfaction at City of Tomorrow Surabaya's Fresh Reflexology which aims to find out the independent variables of service quality and price perception either directly or through satisfaction with customer loyalty of Fresh Reflexology. This research is a quantitative descriptive study with an infinite population, the sample is taken using Roscoe's theory  $10 \times$  the number of variables so that the sample in this study is 40 respondents. Instrument analysis is validity and reliability, classic assumption test and hypothesis testing using normality test, path analysis, T test and sobel test. The results showed that: (1) service quality affected customer satisfaction Fresh Reflexology Mall City of Tomorrow Surabaya with  $t_{count} > t_{table}$  ( $3.607 > 0.6871$ ) and the probability value of significance ( $0.001 < 0.05$ ). (2) the quality of price perception influences customer satisfaction of Fresh Reflexology Mall City of Tomorrow Surabaya with  $t_{count} > t_{table}$  ( $2.159 > 0.6871$ ) and the probability value of significance ( $0.037 < 0.05$ ). (3) customer satisfaction influences customer loyalty of Fresh Reflexology Mall City of Tomorrow Surabaya with  $t_{count} > t_{table}$  ( $2.302 > 0.6871$ ) and the probability value of significance ( $0.027 < 0.05$ ). (4) service quality has a significant effect on customer loyalty of Fresh Reflexology Mall City of Tomorrow Surabaya with  $t_{count} > t_{table}$  ( $15.158 > 0.6871$ ) and the probability value of significance ( $0.000 < 0.05$ ). (5) price perception has no significant effect on customer loyalty of Fresh Reflexology Mall City of Tomorrow Surabaya with  $t_{count} < t_{table}$  ( $-0.122 < 0.6871$ ) and significance probability value ( $0.903 > 0.05$ ). (6) service quality has a significant effect on customer loyalty Fresh Reflexology Mall City of Tomorrow Surabaya through customer satisfaction with a mediating coefficient value for the variable service quality positive value of 0.110565 with  $t_{count} = 16.37$  is greater than  $t_{table}$  and the significance level of 0.05 is equal to 1.96. (7) price perception has a significant effect on customer loyalty Fresh Reflexology Mall City of Tomorrow Surabaya through customer satisfaction with the mediation coefficient value for the positive value perception variable of 0.114036 with  $t_{count} = 14.92$  is greater than  $t_{table}$  and the significance level of 0.05 is 1.96.*

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