ABSTRAK

Penelitian ini bertujuan untuk (1) mengetahui pengaruh kualitas produk terhadap loyalitas pelanggan, (2) mengetahui pengaruh persepsi harga terhadap loyalitas pelanggan, (3) mengetahui pengaruh kualitas produk terhadap kepuasan pelanggan, (4) mengetahu pengaruh persepsiharga terhadap kepuasan pelanggan, (5) mengetahui pengaruh kepuasan pelanggan terhadap loyalitas pelanggan, 6) mengetahui kepuasan pelanggan memediasi pengaruh kualitas produk terhadap loyalitas pelanggan,(7) mengetahuii kepuasan pelanggan memediasi pengaruh persepsi harga terhadap loyalitas pelanggan. Teknik pengambilan sampel menggunakan purposive sampling. Data diperoleh dengan membagikan kuesioner kepada 96 responden. Teknik analisis data dalam penelitian ini adalah Partial Least Square menggunakan aplikasi WarpPLS 6.0. Hasil penelitian ini menunjukkan bahwa: (1) Kualitas produk berpengaruh secara signifikan terhadap loyalitas pelanggan, (2) Persepsi harga berpengaruh negatif terhadap loyalitas pelanggan, (3) Kualitas produk berpengaruh secara signifikan terhadap kepuasan pelanggan, (4) Persepsi harga berpengaruh negatif terhadap kepuasan pelanggan, (5) Kepuasan pelanggan berpengaruh secara signifikan terhadap loyalitas pelanggan, (6) Kepuasan pelanggan memediasi pengaruh kualitas produk terhadap loyalitas pelanggan, (7) Kepuasan pelanggan memediasi pengaruh persepsi harga terhadap loyalitas pelanggan.

Kata Kunci:Kualitas Produk, Persepsi Harga, Kepuasan Pelanggan Loyalitas Pelanggan

ABSTRACT

This research aims to (1) know the effect of product quality on customer loyalty, (2) know the effect of price perceptions on customer loyalty, (3) know the effect of product quality on customer satisfaction, (4) know the effect of price perceptions on customer satisfaction, (5)) know the effect of customer satisfaction on customer loyalty, 6) know that customer satisfaction mediates the effect of product quality on customer loyalty, (7) know that customer satisfaction mediates the effect of price perceptions on customer loyalty. The sampling technique used purposive sampling. Data obtained by distributing questionnaires to 96 respondents. The data analysis technique in this research is Partial Least Square using the WarpPLS 6.0 application. The results of this study indicate that: (1) Product quality has a significant effect on customer loyalty, (2) Perception of price has a negative effect on customer loyalty, (3) Product quality has a significant effect on customer satisfaction, (4) Perception of price has a negative effect on satisfaction customers, (5) Customer satisfaction has a significant effect on customer loyalty, (6) Customer satisfaction mediates the effect of product quality on customer loyalty, (7) Customer satisfaction mediates the effect of price perceptions on customer loyalty.

Keywords: Product Quality, Price Perception, Customer Satisfaction Customer Loyalty