

ABSTRAK

Kepuasan pelanggan merupakan kunci dalam menciptakan loyalitas pelanggan. Kepuasan merupakan perasaan senang atau kecewa seseorang yang timbul karena membandingkan kinerja produk atau jasa yang telah dipersepsikan terhadap ekspektasi mereka. Beberapa faktor yang dapat mempengaruhi kepuasan dan loyalitas diantaranya adalah kualitas pelayanan dan strategi harga yang diterapkan. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas pelayanan dan harga terhadap loyalitas baik secara langsung maupun tidak langsung melalui kepuasan pelanggan sebagai variabel mediasi.

Populasi dalam penelitian ini pelanggan PT Roda Express Sukses Mandiri Surabaya. Teknik pengambilan sampel menggunakan *sampling aksidental* dengan jumlah sampel penelitian sebesar 100 orang. Teknik pengumpulan data dalam penelitian ini menggunakan metode kuesioner. Adapun teknik analisis menggunakan *path Analysis* serta *sobel test*.

Hasil pengujian memperlihatkan kualitas pelayanan dan harga masing-masing menunjukkan pengaruh signifikan terhadap kepuasan. Kualitas pelayanan dan harga masing masing juga menunjukkan pengaruh signifikan terhadap loyalitas pelanggan. Hasil pengujian juga memperlihatkan kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. Hasil pengujian *sobel test* menunjukkan kepuasan pelanggan dapat digunakan sebagai variabel mediator pengaruh kualitas pelayanan dan harga terhadap loyalitas pelanggan .

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

ABSTRACT

Customer satisfaction is the key in creating customer loyalty. While, satisfaction is a feeling of happy or disappointed which occur when someone compares with other products or services performance and which has been considered as their expectation. Moreover, there are some factors that can effect customers satisfaction and their loyalty. They are service quality and price strategy which has been implemented. Therefore, the research aimed to examine and analyze the effect of service quality and price on the customers loyalty, either direct or indirect through customers satisfaction as mediating variable.

The population was customers of PT Roda Express Sukses Mandiri, Surabaya. Furthermore, the data collection technique used accidental sampling. In line with, there were 100 respondent as sample. Meanwhile, the instrument used questionnaires. In addition, the data analysis technique used path analysis with sobel test.

The research result conclude service quality and price, individually, had significant effect on its satisfaction. Besides, those variables had significant effect on the customers loyalty. In addition, customers satisfaction had significant effect on the customers loyalty. In brief, the test result of sobel test showed customers satisfaction could be used as mediating variable for the effect of service quality and price on the customers loyalty.

Keywords: Service Quality, Price, Satisfaction, Customers Loyalty