

## ABSTRAK

Perubahan zaman dari waktu ke waktu membuat gaya hidup masyarakat kini mulai berubah, yang dimana segala sesuatu ingin serba praktis dan cepat. Keinginan yang serba instan mendorong pelaku bisnis untuk memanfaatkan peluang untuk membuka usaha yang bergerak dibidang pelayanan jasa. Salah satunya keberadaan usaha jasa laundry yang sering dijumpai saat ini. Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan dan harga terhadap loyalitas pelanggan melalui kepuasan pelanggan pada Laundry Starclean.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi pada penelitian ini ialah pelanggan dengan sampel penelitian sebanyak 100 responden menggunakan teknik *non probability sampling*. Analisis data menggunakan metode Smart PLS 3.0.

Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kualitas pelayanan berpengaruh tidak langsung terhadap loyalitas pelanggan melalui kepuasan pelanggan, sehingga disimpulkan bahwa kepuasan pelanggan mampu memediasi hubungan antara kualitas pelayanan terhadap loyalitas pelanggan. Harga berpengaruh tidak langsung terhadap loyalitas pelanggan melalui kepuasan pelanggan, sehingga dapat disimpulkan bahwa kepuasan pelanggan mampu memediasi hubungan antara harga terhadap loyalitas pelanggan.

**Kata Kunci:** kualitas pelayanan, harga, kepuasan pelanggan, loyalitas pelanggan

## ABSTRACT

*Due to the changes from time to time, people's lifestyles start to change too. Everything needs to be simple and fast. Moreover, an instant need encourages business practitioners to open a business which gives service. One of them is laundry service which is commonly seen nowadays. This research aimed to examine the effect of service quality and price on customers' loyalty through customers' satisfaction of Laundry Starclean.*

*The research was quantitative. Furthermore, the data collection technique used non-probability sampling. In line with that, there were 100 respondents as samples. Additionally, the data analysis technique used Smart PLS 3.0.*

*The research result concluded that service quality had a positive and significant effect on customers' loyalty. Likewise, price had a positive and significant effect on customers' loyalty. While, service quality had a positive and significant effect on customers' satisfaction. Likewise, price had a positive and significant effect on customers' satisfaction. Meanwhile, customers' satisfaction had a positive and significant effect on customers' loyalty. In addition, service quality indirectly affected customers' loyalty through customers' satisfaction; so it concluded that customers' satisfaction was able to mediate the relationship between service quality and customers' loyalty. Similarly, price indirectly affected customers' loyalty through customers' satisfaction; so it concluded that customers' satisfaction was able to mediate the relationship between price and customers' loyalty.*

**Keywords:** *Service Quality, Price, Customers' Satisfaction, Customers' Loyalty*



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