

ABSTRAK

Penelitian ini bertujuan untuk mengetahui kualitas produk dan harga mempunyai pengaruh terhadap loyalitas pelanggan dimediasi kepuasan pelanggan pada Es Teh Indonesia di Kota Surabaya.

Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini dengan metode *nonprobability* sampling yang merupakan teknik pengambilan anggota sampel dengan memberikan batasan-batasan kepada responden yang memenuhi kriteria. Pengumpulan data yang digunakan melalui penyebaran kuesioner dengan jumlah sampel sebanyak 100 responden. Teknik analisa data yang digunakan dalam penelitian ini adalah teknik PLS (*Partial Least Square*) dengan menggunakan instrumen pendukung yaitu *software SmartPLS 3.0*.

Hasil penelitian ini menunjukkan bahwa kualitas produk dan harga berpengaruh signifikan terhadap loyalitas pelanggan. Kualitas produk dan harga terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai Variabel *Intervening* berpengaruh signifikan.

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



ABSTRACT

This research aimed to find out the effect of product quality and price on customers' loyalty, which was mediated by customers' satisfaction at Es Teh Indonesia in Surabaya.

The research was quantitative. Moreover, the data collection technique used non-probability sampling, in which the respondents who fulfilled the criteria and based on the limitations given would be taken as the sample. Furthermore, the instrument in the data collection technique used questionnaires. The questionnaires were distributed to 100 respondents. Additionally, the data analysis technique used PLS (Partial Least Square) with Smart PLS 3.0 software.

The result concluded that product quality had a significant effect on the customers' loyalty at Es Teh Indonesia in Surabaya. Likewise, the price had a significant effect on customers' loyalty at Es Teh Indonesia in Surabaya. In addition, product quality had a significant effect on customers' loyalty at Es Teh Indonesia in Surabaya; with customers' satisfaction as an intervening variable. Similarly, price had a significant effect on the customers' loyalty at Es Teh Indonesia in Surabaya; with customers' satisfaction as an intervening variable.

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



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