

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *personal selling* dan harga terhadap loyalitas pelanggan, dimediasi kepuasan pelanggan pada kopi keliling Seraya Surabaya. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan kausal komparatif. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Partial Least Square* dengan bantuan perangkat lunak *Smart PLS 3.0*. Sampel penelitian berjumlah 100 responden yang merupakan pelanggan kopi keliling Seraya Surabaya dan dipilih menggunakan teknik *purposive sampling*.

Hasil penelitian menunjukkan bahwa *personal selling* dan harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, kepuasan pelanggan juga berpengaruh positif terhadap loyalitas pelanggan. Namun, pengaruh langsung *personal selling* terhadap loyalitas pelanggan tidak signifikan, sehingga kepuasan pelanggan menjadi variabel mediasi yang memperkuat hubungan tersebut. Sementara itu, harga memiliki pengaruh signifikan terhadap loyalitas pelanggan, baik secara langsung maupun melalui kepuasan pelanggan sebagai variabel mediasi.

Kata Kunci : *Personal Selling*, Harga, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

This research aims to analyze the effect of personal selling and price on customer loyalty, which was mediated by customer satisfaction at Kopi Keliling Seraya, Surabaya. The research applies quantitatively, with a causalcomparatives. The data collection technique used purposive sampling with 100 respondents as the samples. Furthermore, the instrument in the data collection technique was a questionnaire. The questionnaires were distributed and analyzed by using Partial Least Square with SmartPLS 3.0.

The result shows that personal selling and price have a positive and significant effect on customer satisfaction. Moreover, customer satisfaction has a positive effect on customer loyalty. Meanwhile, personal selling has a direct but insignificant effect on customer loyalty. Therefore, customer satisfaction is a mediating variable that strengthens the relation between personal selling and customer loyalty. On the other hand, price has a significant and direct effect on customer loyalty, with customer satisfaction as a mediating variable.

Keywords: personal selling, price, customer satisfaction, and customer loyalty



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