

ABSTRAK

Judul : **Pengaruh Kualitas Pelayanan dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi kasus pada Fitnes First Plaza Semanggi Jakarta Selatan) (Dibimbing Oleh Dihin Septyanto)**

Nama : **Kestot**

Program Studi : **S1 Manajemen**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan harga terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening (Studi kasus pada Fitnes First Plaza Semanggi Jakarta Selatan). Populasi pada penelitian ini adalah seluruh konsumen Fitnes First Plaza Semanggi Jakarta Selatan. *Purposive sampling* digunakan sebagai teknik pengambilan sampel sehingga didapati 120 orang sebagai sampel penelitian. Teknik analisis data yang digunakan adalah analisis jalur (*path analysis*). Hasil penelitian ini menunjukkan bahwa kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan. Harga berpengaruh signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan berpengaruh terhadap loyalitas. Kualitas pelayanan tidak berpengaruh terhadap loyalitas pelanggan. Kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan serta harga berpengaruh secara langsung terhadap loyalitas tanpa melalui kepuasan pelanggan sebagai variabel intervening dan kualitas pelayanan berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Kata Kunci: **Kualitas pelayanan, harga, kepuasan pelanggan dan loyalitas.**

ABSTRACT

Title : *Effect of Service Quality and Price on Loyalty Customers Through Customer Satisfaction As Variables Intervening (Case study in Fitness First Plaza Semanggi, South Jakarta) (Supervised by Dihin Septyanto)*

Name : *Kestot*

Study program : *Business Management*

This study aims to determine the effect of service quality and price on customer loyalty through customer satisfaction as an intervening variable (Case study on Fitness First Plaza Semanggi, South Jakarta). The population in this study were all consumers of First Plaza Semanggi Fitness in South Jakarta. Positive sampling was used as a sampling technique so that 120 people were found as research samples. The data analysis technique used is path analysis. The results of this study indicate that service quality has a significant effect on customer satisfaction. Price has a significant effect on customer loyalty. Customer satisfaction affects loyalty. Service quality has no effect on customer loyalty. Customer satisfaction has a significant effect on customer loyalty and price directly affects loyalty without going through customer satisfaction as an intervening variable and service quality has an effect on customer loyalty through customer satisfaction..

Keywords: *Service quality, price, customer satisfaction and loyalty.*