

ABSTRAK

Judul : **Pengaruh Kualitas Pelayanan dan Persepsi Harga Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Kartu Prabayar Simpati Citra Raya, Tangerang. (dibimbing oleh Sugiyanto)**

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Program Studi : **S1- Manajemen**

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Pelayanan, Persepsi Harga Terhadap Loyalitas Konsumen Kartu *Prabayar* Simpati. Pengaruh langsung Kualitas pelayanan dan persepsi harga terhadap loyalitas konsumen. Pengaruh kualitas pelayanan dan persepsi harga terhadap loyalitas konsumen melalui kepuasan konsumen sebagai variabel intervening. Pengambilan sampel dengan metode purposive sampling dengan penentuan jumlah sampel menggunakan quota sampling sebanyak 100 responden dengan batasan usia 17 tahun dan minimal telah melakukan pembelian produk 2 kali dalam 6 bulan. Jumlah pernyataan yang diajukan kepada responden sebanyak 36 butir, yang terdiri dari 12 butir pernyataan kualitas pelayanan, 6 butir pernyataan harga, 10 butir pernyataan kepuasan konsumen, dan 8 butir pernyataan loyalitas konsumen. Teknik analisis data yang digunakan dalam penelitian ini yaitu, uji validitas, uji reliabilitas, uji asumsi klasik, analisis deskriptif, dan analisis jalur. Hasil penelitian berdasarkan analisis jalur menunjukkan bahwa kualitas pelayanan, persepsi harga, dan kepuasan konsumen berpengaruh terhadap kepuasan konsumen. Kualitas pelayanan, persepsi harga, dan kepuasan konsumen berpengaruh secara langsung terhadap loyalitas konsumen. Pengaruh langsung kualitas pelayanan dan persepsi harga lebih besar dibandingkan pengaruh tidak langsung. Sehingga kepuasan konsumen tidak dapat menjadi variabel intervening antara kualitas pelayanan dan persepsi harga terhadap loyalitas konsumen.

Kata Kunci: Kualitas Pelayanan, Persepsi Harga, Kepuasan Konsumen, Loyalitas Konsumen.

ABSTRACT

Title : *Influence of Service Quality and Price Perception on Consumer Loyalty through Customer Satisfaction, of Simpati Prepaid Card Citra Raya, Tangerang (guided by Sugiyanto)*

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Study Program : **Management S-1**

This study aims to see the effect of Service Quality, Perception on Loyalty of Simpati Prepaid Card Consumers. Direct effect of service quality and price perception on consumer loyalty. The effect of service quality and price perception on consumer loyalty through customer satisfaction as an intervening variable. Sampling with purposive sampling method by determining the number of samples using a sample quota of 100 respondents with an age limit of 17 years and at least have purchased the product twice in 6 months. The number of statements submitted to respondents was 36 items, consisting of 12 items for statement of attitude, 10 items for statement statements, and 8 items for statements of consumer loyalty. The data analysis techniques used in this research are validity test, reliability test, classical assumption test, descriptive analysis, and path analysis. The results of the study based on path analysis show that service quality, price perception, and customer satisfaction affect customer satisfaction. Service quality, price perception, and customer satisfaction directly affect customer loyalty. The direct effect of service quality and price perception is greater than the indirect effect. So that customer satisfaction cannot be a variable that intervenes between service quality and perceived price on consumer loyalty.

Key words: *Service Quality, Price Perception, Customer Satisfaction, Loyalty Consumer.*