

The Influence of Service Quality, Product Quality and Price on Customer Loyalty through Customer Satisfaction as an Intervening Variable at the Guci Corner Shop Karanggeneng Lamongan, Riska Kurniawati, 2024, Management Study Program, Faculty of Economics, Darul 'Ulum Lamongan Islamic University.

ABSTRACT

This research aims to examine the influence of service quality, product quality and price on customer loyalty through customer satisfaction as an intervening variable at the Pojok Guci Karanggeneng Lamongan Shop. This research was conducted in Guci village involving 100 Guci Pojok Shop customers as respondents. This research uses quantitative methods with SEM PLS data analysis techniques which are processed using SmartPLS 4. The results of the research show that the variables of service quality, product quality and price have a positive and significant effect on customer satisfaction. Product quality has a positive and significant effect on customer loyalty. Meanwhile, service quality and price do not have a positive and significant effect on customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty.

Keywords: Service Quality, Product Quality, Price, Customer Satisfaction and Customer Loyalty

Pengaruh Kualitas Pelayanan, Kualitas Produk dan Harga terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Intervening pada Toko Pojok Guci Karanggeneng Lamongan, Riska Kurniawati, 2024, Prodi Manajemen, Fakultas Ekonomi, Universitas Islam Darul ‘Ulum Lamongan.

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh kualitas pelayanan, kualitas produk dan harga terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening pada Toko Pojok Guci Karanggeneng Lamongan. Penelitian ini dilakukan di desa Guci dengan melibatkan 100 pelanggan Toko Pojok Guci sebagai responden. Penelitian ini menggunakan metode kuantitatif dengan teknik analisis data SEM PLS yang diolah menggunakan SmartPLS 4. Hasil penelitian menunjukkan bahwa variabel kualitas pelayanan, kualitas produk dan harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Sedangkan Kualitas pelayanan dan harga tidak berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Untuk kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

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