

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan dan harga terhadap kepuasan pelanggan, kepuasan pelanggan terhadap loyalitas pelanggan, kualitas layanan dan harga terhadap loyalitas pelanggan. Penelitian ini dilakukan terhadap pelanggan di Asri Losmen dan jumlah sampel yang ditetapkan adalah 100 responden dengan menggunakan metode pengambilan sampel *Non Probability Sampling* dan jenis sampling *Purposive Sampling*. Data yang telah memenuhi uji validitas, uji reliabilitas dan uji asumsi klasik diolah sehingga menghasilkan persamaan regresi sebagai berikut :

$$Y_1 = 0,893X_1 + 0,055X_2$$

$$Y_2 = 0,015X_1 + 0,135X_2 + 0,849Y_1$$

Dimana variabel kepuasan pelanggan (Y_1), loyalitas pelanggan (Y_2), kualitas layanan (X_1) dan harga (X_2) diuji dengan menggunakan uji t menunjukkan bahwa ketiga variabel berpengaruh positif terhadap loyalitas pelanggan. Angka *Adjusted R Square* sebesar 0,874 menunjukkan bahwa 87,4 persen variabel kepuasan pelanggan dapat dijelaskan melalui variabel kualitas layanan dan harga sedangkan 12,6 persen sisanya dijelaskan oleh variabel lainnya. Angka *Adjusted R Square* sebesar 0,936 menunjukkan bahwa 93,6 persen variabel loyalitas pelanggan dapat dijelaskan melalui variabel kualitas layanan, harga dan kepuasan pelanggan sedangkan 6,4 persen sisanya dijelaskan oleh variabel lainnya.

Kata kunci : kualitas layanan, harga, kepuasan pelanggan, loyalitas pelanggan

ABSTRACT

This study aimed to determine the effect of service quality and price on customer satisfaction, customer satisfaction to customer loyalty, quality of service and price to customer loyalty. This research was carried out on customer Asri Inn and the sample size was 100 respondents specified by using the sampling method Non - Probability Sampling and type of sampling purposive sampling. The data that have met the best validity, reliability testing and classical assumption processed to produce a regression equation as follows:

$$Y_1 = 0,893X_1 + 0,055X_2$$

$$Y_2 = 0,015X_1 + 0,135X_2 + 0,849Y_1$$

Where the customer satisfaction variables (Y1), customer loyalty (Y2), quality of service (X1 and price (X2) were tested using the t test showed that the three variables has a positive effect on customer loyalty. Figure Adjusted R Square of 0,874 indicated that 87,4 percent customer satisfaction variables can be explained by the variable quality of service and price, while the remaining 12,6 percent is explained by other variables. Figure Adjusted R Square of 0,936 indicated that 93,6 percent customer loyalty variables can be explained by the variable quality of service, price and customer satisfaction while the remaining 6,4 percent is explained by other variables.

Keyword : service of quality, price, customer satisfaction, customer loyalty.