

ABSTRAK

Ima Rahmawati, 2025. Pengaruh Kualitas Pelayanan Dan Persepsi Harga Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Kasus Toko Buana di Sukarame Kabupaten Tasikmalaya

Loyalitas pelanggan merupakan faktor penting dalam keberlangsungan bisnis, yang tidak hanya mencerminkan kepuasan terhadap layanan tetapi juga membentuk hubungan jangka panjang antara pelanggan dan penyedia jasa. Dalam konteks Toko Buana di Sukarame, Tasikmalaya, loyalitas ini menjadi tantangan tersendiri karena persaingan usaha yang semakin tinggi. Oleh karena itu, penelitian ini difokuskan untuk menganalisis faktor-faktor yang memengaruhi loyalitas pelanggan, terutama melalui pendekatan kualitas pelayanan, persepsi harga, dan kepuasan pelanggan sebagai variabel intervening. Pentingnya pemahaman terhadap loyalitas pelanggan akan membantu Toko Buana mengembangkan strategi yang efektif dalam mempertahankan dan meningkatkan pangsa pasar.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data melalui kuesioner dan pengolahan data menggunakan software SmartPLS 3.0. Variabel yang diteliti meliputi kualitas pelayanan (X1), persepsi harga (X2), kepuasan pelanggan (Z), dan loyalitas pelanggan (Y). Hubungan antarvariabel diuji melalui analisis jalur (path analysis) untuk melihat pengaruh langsung maupun tidak langsung. Instrumen penelitian dirancang berdasarkan indikator yang telah diuji validitas dan reliabilitasnya agar dapat mengukur secara akurat persepsi responden terhadap pelayanan dan harga yang ditawarkan Toko Buana.

Hasil penelitian menunjukkan bahwa kualitas pelayanan dan persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan juga terbukti memediasi hubungan antara kualitas pelayanan dan loyalitas pelanggan, serta antara persepsi harga dan loyalitas pelanggan. Selain itu, kualitas pelayanan dan persepsi harga juga memiliki pengaruh langsung terhadap loyalitas pelanggan. Artinya, semakin tinggi kualitas pelayanan dan semakin baik persepsi harga, maka semakin tinggi pula kepuasan dan loyalitas pelanggan terhadap Toko Buana.

Berdasarkan temuan tersebut, dapat disimpulkan bahwa untuk mempertahankan dan meningkatkan loyalitas pelanggan, Toko Buana perlu terus meningkatkan kualitas layanan dan menjaga keseimbangan harga sesuai dengan ekspektasi pelanggan. Penerapan nilai-nilai syariah seperti kejujuran, kesopanan, dan tanggung jawab dalam pelayanan juga menjadi kekuatan tersendiri yang perlu dipertahankan. Penelitian ini diharapkan menjadi masukan praktis bagi pelaku usaha sejenis dalam membangun loyalitas pelanggan yang kuat dan berkelanjutan.

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

ABSTRAC

Ima Rahmawati, 2025. *The Influence of Service Quality and Price Perception on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Case Study of Buana Store in Sukaramé, Tasikmalaya Regency)*

Customer loyalty is a crucial factor in business sustainability, reflecting not only satisfaction with service but also fostering long-term relationships between customers and service providers. In the context of Toko Buana in Sukaramé, Tasikmalaya, this loyalty presents a unique challenge due to increasingly intense business competition. Therefore, this study focuses on analyzing the factors influencing customer loyalty, particularly through the use of service quality, price perception, and customer satisfaction as intervening variables. Understanding customer loyalty will help Toko Buana develop effective strategies to maintain and increase market share.

This study employed a quantitative approach, collecting data through questionnaires and processing the data using SmartPLS 3.0 software. The variables studied included service quality (X1), price perception (X2), customer satisfaction (Z), and customer loyalty (Y). The relationships between these variables were tested using path analysis to determine direct and indirect effects. The research instrument was designed based on indicators that have been tested for validity and reliability to accurately measure respondents' perceptions of the service and price offered by Toko Buana.

The results showed that service quality and price perception have a positive and significant effect on customer satisfaction. Customer satisfaction has also been shown to mediate the relationship between service quality and customer loyalty, as well as between price perception and customer loyalty. Furthermore, service quality and price perception also have a direct influence on customer loyalty. This means that the higher the service quality and the better the price perception, the higher the customer satisfaction and loyalty towards Toko Buana. Based on these findings, it can be concluded that to maintain and increase customer loyalty, Toko Buana needs to continuously improve service quality and maintain a price balance in line with customer expectations. The application of Sharia values such as honesty, politeness, and responsibility in service is also a strength that must be maintained. This research is expected to provide practical input for similar businesses in building strong and sustainable customer loyalty.

Keywords: *Service Quality, Price Perception, Customer Satisfaction, Loyalty.*