

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan dan harga terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi pada PT Usaha Tangguh Mandiri, perusahaan distribusi bahan makanan. Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data melalui kuesioner skala Likert 5 poin. Sampel terdiri dari 72 responden yang merupakan pelanggan aktif perusahaan. Data diolah menggunakan metode Partial Least Squares (PLS) dengan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa harga berpengaruh signifikan terhadap kepuasan pelanggan, dan kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan. Selain itu, kualitas layanan juga terbukti berpengaruh signifikan terhadap loyalitas pelanggan. Namun, tidak ditemukan pengaruh signifikan antara kualitas layanan terhadap kepuasan pelanggan, harga terhadap loyalitas pelanggan, serta kualitas layanan dan harga terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel mediasi. Temuan ini memberikan wawasan bagi perusahaan untuk merumuskan strategi pemasaran yang lebih efektif guna meningkatkan loyalitas pelanggan.

Kata Kunci: kualitas layanan, harga, kepuasan pelanggan, loyalitas pelanggan, distribusi bahan makanan, mediasi

ABSTRACT

This study aims to analyze the impact of service quality and price on customer loyalty with customer satisfaction as a mediating variable at PT Usaha Tangguh Mandiri, a food distribution company. This study uses a quantitative method with data collected through a 5-point Likert scale questionnaire. The sample consists of 72 respondents who are active customers of the company. The data were processed using Partial Least Squares (PLS) method with SmartPLS 4.0. The results show that price has a significant effect on customer satisfaction, and customer satisfaction has a positive effect on customer loyalty. Additionally, service quality was found to significantly influence customer loyalty. However, no significant effect was found between service quality and customer satisfaction, price and customer loyalty, as well as service quality and price on customer loyalty through customer satisfaction as a mediating variable. These findings provide insights for the company to develop more effective marketing strategies to increase customer loyalty.

Keywords: *service quality, price, customer satisfaction, customer loyalty, food distribution, mediation*