

INTISARI

Penelitian ini bertujuan menganalisis pengaruh kualitas pelayanan, harga, dan kepuasan pelanggan terhadap loyalitas pelanggan Circle K di Yogyakarta. Objek dari penelitian ini adalah Circle K di Yogyakarta, sedangkan subjeknya adalah konsumen/pelanggan yang mengetahui dan pernah membeli di Circle K Yogyakarta. Pengambilan sampel dilakukan dengan teknik *purposive sampling*. Analisis data dilakukan dengan menggunakan analisis regresi linier berganda. Sebelum dilakukan analisis data terlebih dahulu dilakukan uji kualitas instrumen meliputi uji validitas dan uji reliabilitas.

Hasil analisis yang dilakukan menunjukkan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Kepuasan pelanggan berperan sebagai variabel mediasi.

Kata kunci : kualitas pelayanan, harga, kepuasan pelanggan, loyalitas.

ABSTRACT

The research purpose is to analyze the influence of service quality, price and customer satisfaction toward customer loyalty Circle K in Yogyakarta, meanwhile the subjects are the customers whom knowing and already bought in Circle K Yogyakarta. The sampling method is purposive sampling. The data analysis is using multiple linier regression. Before analysing data, the first step is to test the instrument quality by the validity and reliability test.

The research's result showed service quality has a positive and significant influence towards customer satisfaction. Price has a positive and significant influence towards customer satisfaction. Service quality has a positive and significant influence towards customer loyalty. Price has a positive and significant influence towards customer loyalty. Customer satisfaction has a positive and significant influence towards customer loyalty. Service quality has a positive and significant influence toward customer loyalty through customer satisfaction. Price has a positive and significant influence toward customer loyalty through customer satisfaction. Thus, customer satisfaction plays role as a mediating variable.

Key words: *service quality, price, customer service, customer loyalty*