

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan berusaha menganalisis Pengaruh Kualitas Layanan, Harga dan Inovasi terhadap Loyalitas Pelanggan Dengan Kepercayaan Sebagai Variabel Intervening (Studi Kasus Mahasiswa UPI “YPTK” Padang). Penelitian ini adalah model *Structural Equation Modeling* (SEM) dengan alat bantu analisis SmartPLS 3.0. Populasi dan sampel penelitian ini adalah Mahasiswa UPI “YPTK” Padang.

Hasil penelitian menemukan Terdapat pengaruh antara Kualitas Layanan atas Kepercayaan, Tidak terdapat pengaruh Harga atas Kepercayaan, Terdapat pengaruh antara Inovasi atas Kepercayaan, Tidak terdapat pengaruh antara Kualitas Layanan atas Loyalitas Pelanggan, Tidak terdapat pengaruh antara Harga atas Loyalitas Pelanggan, Tidak terdapat pengaruh antara Inovasi atas Loyalitas Pelanggan, Terdapat pengaruh antara Kepercayaan atas Loyalitas Pelanggan, Kepercayaan mampu memediasi Kualitas Layanan terhadap Loyalitas Pelanggan, Kepercayaan tidak mampu memediasi Harga Terhadap Loyalitas Pelanggan, Kepercayaan mampu memediasi Inovasi terhadap Loyalitas Pelanggan.

Kata Kunci: Kualitas Layanan, Harga, Inovasi, Kepercayaan, Loyalitas Pelanggan

ABSTRACT

This research aims to determine and try to analyze the influence of price perception and brand image on the decision to use Gojek services specifically for Go Ride with customer trust as an intervening variable (case study of UPI "YPTK" Padang students). This research is a Structural Equation Modeling (SEM) model with the SmartPLS 3.0 analysis tool. The population and sample of this research are UPI "YPTK" Padang students.

The results of the research found that there is an influence between Service Quality on Trust, There is no influence between Price on Trust, There is an influence between Innovation on Trust, There is no influence between Service Quality on Customer Loyalty, There is no influence between Price on Customer Loyalty, There is no influence between Innovation on Customer Loyalty, There is an influence between Trust on Customer Loyalty, Trust is able to mediate Service Quality on Customer Loyalty, Trust is not able to mediate Price on Customer Loyalty, Trust is able to mediate Innovation on Customer Loyalty.

Keywords: Service Quality, Price, Innovation, Trust, Customer Loyalty