

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan berusaha menganalisis Pengaruh Pengaruh Harga Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Di Raysstone Gym Kota Padang. Penelitian ini adalah model Structural Equation Modeling (SEM) dengan alat bantu analisi SmartPLS 4.0. Populasi dan sampel penelitian ini adalah pelanggan Raysstone Gym. Hasil penelitian menemukan Terdapat pengaruh positif dan signifikan antara Harga terhadap Kepuasan Pelanggan. Terdapat pengaruh positif dan signifikan antara Kualitas Pelayanan terhadap Kepuasan Pelanggan. Terdapat pengaruh positif dan signifikan antara Harga terhadap Loyalitas Pelanggan. Terdapat pengaruh negatif dan tidak signifikan antara Kualitas Pelayanan terhadap Loyalitas Pelanggan. Terdapat pengaruh positif dan signifikan antara Kepuasan Pelanggan terhadap Loyalitas Pelanggan. Terdapat pengaruh yang signifikan Harga terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan. Terdapat pengaruh yang tidak signifikan Kualitas Pelayanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan.

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

ABSTRACT

This research aims to determine and attempt to analyze the influence of price and service quality on customer loyalty with customer satisfaction as an intervening variable at Raystone Gym, Padang City. This research is a Structural Equation Modeling (SEM) model with the SmartPLS 4.0 analysis tool. The population and sample of this research are Raystone Gym customers. The research results found that there was a positive and significant influence between price and customer satisfaction. There is a positive and significant influence between Service Quality and Customer Satisfaction. There is a positive and significant influence between price and customer loyalty. There is a negative and insignificant influence between Service Quality and Customer Loyalty. There is a positive and significant influence between Customer Satisfaction and Customer Loyalty. There is a significant influence of price on customer loyalty through customer satisfaction. There is an insignificant effect of Service Quality on Customer Loyalty through Customer Satisfaction.

Keywords: Price, Service Quality, Customer Satisfaction, Customer Loyalty