

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh kualitas pelayanan, kualitas produk, harga dan kepercayaan terhadap loyalitas pelanggan membeli jus pedagang kaki lima. Penelitian ini terdiri dari 4 variabel independent yaitu kualitas pelayanan, kualitas produk, harga, kepercayaan dan satu variable dependent loyalitas pelanggan. Metode analisis yang digunakan adalah korelasi dan regresi linier berganda. Metode pengumpulan data pada penelitian ini adalah dengan menggunakan kusioner yang diisi oleh responden yaitu mahasiswa membeli jus pedagang kaki lima luar kampus Upi “yptk” Padang.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh: (a) secara parsial terdapat pengaruh signifikan antara kualitas pelayanan terhadap loyalitas pelanggan. Dengan demikian H_0 ditolak H_a diterima. (b) secara parsial terdapat pengaruh signifikan antara kualitas produk terhadap loyalitas pelanggan. Dengan demikian diperoleh H_0 ditolak H_a diterima. (c) secara parsial terdapat pengaruh signifikan antara harga terhadap loyalitas pelanggan. Dengan demikian diperoleh H_0 ditolak H_a diterima. (d) secara parsial terdapat pengaruh signifikan antara kepercayaan terhadap loyalitas pelanggan. Dengan demikian diperoleh H_0 ditolak H_a diterima. Kemudian berdasarkan hasil uji hipotesis secara bersama-sama (uji F) kualitas pelayanan, kualitas produk, harga kepercayaan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Akhirnya, penulis menyarankan kepada pihak pedagang jus kaki lima luar kampus Upi “yptk” Padang untuk meningkatkan kualitas pelayanan melalui indikatornya seperti *tangible*, *Reability*, *responsiveness*, dan *assurance, empathy*. Serta kualitas produk dapat meningkatkan melalui indikatornya seperti kinerja, cirri-ciri atau keistimewaan tambahan, kesesuaian dengan spesifikasi, keandalan, daya tahan, estetika, kualitas yang persepsikan, dan dimensi kemudahan perbaikan. Serta kepercayaan dapat meningkatkan melalui indikatornya seperti kejujuran, kebajikan, dan kompetensi.

Kata kunci : kualitas pelayanan, kualitas produk, harga, kepercayaan, loyalitas pelanggan

ABSTRACT

This study aims to examine how much influence the quality of service, product quality, price and trust in customer loyalty to buy juice street vendors. This study consisted of 4 independent variables, namely service quality, product quality, price, trust and one dependent variable of customer loyalty. The analytical method used is correlation and multiple linear regression. The method of data collection in this study is to use questionnaires filled out by respondents namely students buy juice street vendors outside the campus Upi "yptk" Padang.

The results of the research obtained based on the Partial Test (t test) were obtained: (a) there is a significant influence between service quality on customer loyalty. Thus H_0 is rejected H_a accepted. (b) there is a significant influence between product quality on customer loyalty. Thus H_0 is rejected H_a accepted. (c) partially there is significant effect between price to customer loyalty. Thus H_0 is rejected H_a accepted. (d) there is a significant effect between trust in customer loyalty. Thus H_0 is rejected H_a accepted. Then based on the results of hypothesis testing together (F test) service quality, product quality, price trust has a positive and significant effect on customer loyalty.

Finally, the author suggested to the street vendors outside the campus juice traders Upi "YPTK" Padang to improve the quality of service through indicators such as tangible. Reability, responsiveness, and assurance, empathy. As well as product quality can improve through indicators such as performance, features or additional features, compatibility with specifications, reliability, durability, aesthetics, perceived quality, and dimensions of ease of repair. And trust can improve through indicators such as honesty, virtue, and competence.

Keywords: service quality, product quality, price, trust, customer loyalty