

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Harga Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Pengguna Jasa Go-Jek Di Kota Padang. Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan sampel 100 responden. Metode analisis yang digunakan adalah analisis regresi linear berganda dan analisis jalur menggunakan SPSS 21.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh Harga dan Kepercayaan Pelanggan berpengaruh signifikan terhadap Kepuasan Pelanggan. Serta secara simultan Harga dan Kepercayaan Pelanggan secara bersama-sama terhadap Kepuasan Pelanggan. Kemudian Harga, Kepercayaan Pelanggan dan Kepuasan Pelanggan berpengaruh signifikan terhadap Loyalitas Pelanggan. Serta secara simultan Harga, Kepercayaan Pelanggan dan Kepuasan Pelanggan secara bersama-sama berpengaruh signifikan terhadap Loyalitas Pelanggan. Kepuasan Pelanggan memediasi hubungan Harga terhadap Loyalitas Pelanggan. Kepuasan Pelanggan memediasi hubungan Kepercayaan Pelanggan terhadap Loyalitas Pelanggan.

Kontribusi sumbangan variabel *independen* Harga dan Kepercayaan Pelanggan terhadap variabel *dependen* Kepuasan Pelanggan adalah sebesar 49,9%. Sedangkan sisanya adalah sebesar 51,1% dipengaruhi oleh variabel lain di luar penelitian ini. Serta sumbangan variabel *independen* Harga, Kepercayaan Pelanggan dan Kepercayaan Pelanggan terhadap variabel *dependen* Loyalitas Pelanggan adalah sebesar 24,0%. Sedangkan sisanya adalah sebesar 74,4% dipengaruhi oleh variabel lain di luar penelitian ini.

Kata Kunci : Harga, Kepercayaan Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

This study aims to examine how much influence price and customer trust have on customer loyalty with customer satisfaction as an intervening variable for Go-Jek service users in the city of Padang. Methods of data collection through surveys and distributing questionnaires, with a sample of 100 respondents. The method of analysis used is multiple linear regression analysis and path analysis using SPSS 21.

The results obtained based on the partial test (t test) showed that price and customer trust have a significant effect on customer satisfaction. As well as simultaneously Price and Customer Trust together on Customer Satisfaction. Then Price, Customer Trust and Customer Satisfaction have a significant effect on Customer Loyalty. As well as simultaneously Price, Customer Trust and Customer Satisfaction together have a significant effect on Customer Loyalty. Customer Satisfaction mediates the relationship between Price and Customer Loyalty. Customer Satisfaction mediates the relationship between Customer Trust and Customer Loyalty.

The contribution of the independent variable price and customer trust to the dependent variable customer satisfaction is 49.9%. While the rest is 51.1% influenced by other variables outside this study. As well as the contribution of the independent variable Price, Customer Trust and Customer Trust to the dependent variable Customer Loyalty is 24.0%. While the rest amounted to 74.4% influenced by other variables outside of this study.

Keywords: Price, Customer Trust, Customer Satisfaction, Customer Loyalty