

ABSTRACT

This study aims to determine the effect of service quality, price perceptions on customer satisfaction and its impact on customer loyalty. Sampling technique used in this research is purposive sampling with structural equation modelling method that is processed using AMOS 21 program. Sample of 150 respondents and from method of collecting data used in this research it using questionnaire. The results of this study indicate that service quality, price perceptions affect customer satisfaction, service quality influence on customer satisfaction loyalty, price perceptions does not affect customer loyalty, customer satisfaction affect customer loyalty, service quality does not affect customer loyalty through customer satisfaction as mediation variable, price perception influence to customer loyalty through customer satisfaction as mediation variable.

Keyword: Service Quality, Price Perceptions, Customer Satisfaction, Customer Loyalty