

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh antar variabel kualitas produk, kualitas pelayanan, persepsi harga terhadap kepuasan pelanggan, kepuasan pelanggan terhadap loyalitas pelanggan dan kualitas produk, kualitas pelayanan persepsi harga terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel *intervening*.

Penelitian ini dilakukan pada Boga Univeristas Muhammadiyah Yogyakarta dengan jumlah sampel 185 responden dengan teknik *purposive sampling non random sampling* dengan metode *Structural Equation Modelling* yang diolah menggunakan program AMOS 23.0.

Hasil penelitian ini menunjukkan bahwa kualitas produk berpengaruh positif signifikan terhadap kepuasan pelanggan, kualitas pelayanan dan persepsi harga tidak berpengaruh terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan, kualitas produk dan kualitas pelayanan berpengaruh terhadap loyalitas secara tidak langsung, melalui kepuasan pelanggan sebagai variabel *intervening* dan persepsi harga tidak berpengaruh terhadap loyalitas secara tidak langsung, melalui kepuasan pelanggan sebagai variabel *intervening*

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

## **ABSTRACT**

*This study aims to analyze the influence between product quality, service quality, price perception variables on customer satisfaction, customer satisfaction on loyalty and product quality, service quality dan price perception to customer loyalty through customer satisfaction as intervening variable.*

*This research was conducted on Boga Canteen Muhammadiyah University of Yogyakarta with 185 samples with purposive sampling technique of non random sampling with Structural Equation Modeling method that was processed using AMOS 23.0 program.*

*The results of this study indicate that product quality has a significant positive effect on customer satisfaction, service quality and price perception has no effect on customer satisfaction, customer satisfaction has a significant positive effect on customer, product quality and service quality affect indirect loyalty, through customer satisfaction as intervening variable and price perception has no affect indirect loyalty, through customer satisfaction as intervening variable.*

*Keywords: Product Quality, Service Quality, Price Perception, Customer Satisfaction, Customer Loyalty,*