

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh antar variabel persepsi kualitas pelayanan terhadap kepuasan pelanggan, persepsi harga terhadap kepuasan pelanggan, persepsi kualitas pelayanan terhadap loyalitas pelanggan, persepsi harga terhadap loyalitas pelanggan, kepuasan pelanggan terhadap loyalitas pelanggan, persepsi kualitas pelayanan terhadap loyalitas pelanggan yang di mediasi kepuasan pelanggan, dan persepsi harga terhadap loyalitas pelanggan yang di mediasi kepuasan pelanggan.

Penelitian ini dilakukan pada pelanggan Gojek di Yogyakarta dengan jumlah 150 responden dengan teknik *purposive sampling non random sampling* dengan metode *Structural Equation Modelling* yang diolah menggunakan program AMOS versi 21.

Hasil penelitian ini menunjukkan bahwa persepsi kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, persepsi kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, persepsi harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, persepsi kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan yang dimediasi kepuasan pelanggan, dan persepsi harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan yang di mediasi kepuasan pelanggan.

Kata Kunci: Persepsi kualitas pelayanan, Persepsi Harga, Kepuasan Pelanggan, Loyalitas Pelanggan, *Structural Equation Modelling*

## **ABSTRACT**

*This study aims to analyze the influence between service quality variables on customer satisfaction, price perception of customer satisfaction, service quality on customer loyalty, price perception of customer loyalty, customer satisfaction on customer loyalty, customer quality towards customer loyalty mediated by customer satisfaction, and price perception of customer loyalty mediated by customer satisfaction.*

*This research was conducted of Gojek customer in Yogyakarta with a total of 150 responden with a non-random sampling purposive sampling technique using the Structural Equation Modeling method which was processed using AMOS 21 program.*

*The results of this study indicate that perception service quality has a positive and significant effect on customer satisfaction, price perception has a positive and significant effect on customer satisfaction, perception service quality has a positive and significant effect on customer loyalty, price perception has a positive and significant effect on customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty, perception service quality has a positive and significant effect on customer loyalty mediated by customer satisfaction, and price perception has a positive and significant effect on customer loyalty mediated by customer satisfaction.*

*Keywords: Perception Service Quality, Price Perception, Customer Satisfaction, Customer Loyalty, Structural Equation Modeling*