INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh antar variabel kualitas pelayanan terhadap kepuasan pelanggan, persepsi harga terhadap kepuasan pelanggan, kualitas pelayanan terhadap loyalitas pelanggan, persepsi harga terhadap loyalitas pelanggan, kepuasan pelanggan terhadap loyalitas pelanggan, 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 bis Sumber Selamat di Yogyakarta dengan jumlah 172 responden dengan teknik *purposive sampling* dengan metode *Structural Equation Modelling* yang diolah menggunakan program AMOS 21.

Berdasarkan analisis yang telah dilakukan diperoleh bahwa: (1)kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (2)persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (3)kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (4)persepsi harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (5)kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (6)kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan yang di mediasi kepuasan pelanggan, dan (7)persepsi harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan yang di mediasi kepuasan pelanggan.

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

ABSTRACT

This study aims to analyze the influence between service quality on customer satisfaction, price perception on customer satisfaction, service quality on cutomer loyality, price perception on customer loyality, customer satisfaction on customer loyality, service quality on customer loyality mediated by customer satisfaction and price perception on customer loyality mediated by customer satisfaction.

This research was conducted on Sumber Selamat *customer in Yogyakarta with 172 samples with purposive sampling technique using Structural Equation Modeling method that was processed using AMOS 21 program*

Based on the analysis that has been done, it is obtained that: (1) service quality has a positive and significant effect on customer satisfaction, (2) price perception has a positive and significant effect on customer satisfaction, (3)service quality has a positive and significant on cutomer loyality, (4)price perception has a positive and significant on customer loyality, (5)customer satisfaction has a positive and significant on customer loyality, (6)service quality has a positive and significant on customer loyality mediated by customer satisfaction, and (7)price perception has a positive and significant on customer loyality mediated by customer satisfaction.

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