

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Layanan dan Kewajaran Harga terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai variabel intervening di Yogyakarta. Subjek penelitian ini adalah konsumen yang pernah memakai jasa *shoes and care* selama 1 tahun terakhir. Sampel dalam penelitian ini berjumlah 150 responden yang ditentukan dengan teknik *purposive sampling*. Menggunakan alat analisis *Structural Equation Modelling* (SEM).

Berdasarkan analisis diperoleh hasil bahwa Kualitas Layanan dan Kewajaran Harga di *Shoes and Care* berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan, Kualitas Layanan dan Kewajaran Harga di *Shoes and Care* berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, lebih lanjut Kepuasan Pelanggan secara positif dan signifikan dapat memediasi Kualitas Layanan dan Kewajaran Harga di *Shoes and Care* terhadap Loyalitas Pelanggan.

Kata Kunci: Kualitas Layanan, Kewajaran Harga, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

This study aims to analyze the effect of Service Quality and Price Fairness on Customer Loyalty with Customer Satisfaction as an intervening variable in Yogyakarta. The subjects of this study were consumers who had used shoes and care services for the past 1 year. The sample in this study amounted to 150 respondents who were determined by purposive sampling technique. Using a Structural Equation Modeling (SEM) analysis tool.

Based on the analysis, the results showed that Service Quality and Fairness of Shoes and Care had a positive and significant effect on Customer Satisfaction, Service Quality and Fairness of Prices in Shoes and Care had a positive and significant effect on Customer Loyalty, Customer Satisfaction had a positive and significant effect on Customer Loyalty, more Furthermore, Customer Satisfaction positively and significantly can mediate Service Quality and Fairness of Prices on Shoes and Care for Customer Loyalty.

Keywords: Service Quality, Price Fairness, Customer Satisfaction, Customer Loyalty.