

ABSTRAK

Latar belakang penelitian ini adalah ketersediaan gedung untuk acara pesta pernikahan dan acara lainnya masih sangat minim untuk di wilayah desa. Sehingga, persaingan usaha sejenis begitu ketat untuk mendirikan usaha jasa tersebut, salah satunya persewaan tenda dan alat pesta Dina Dini. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, harga dan kepuasan pelanggan terhadap loyalitas pelanggan. Sampel yang diperlukan dalam penelitian ini sebanyak 100 responden dengan metode *purposive sampling* dan teknik pengumpulan data melalui wawancara, kuesioner dan studi pustaka. Analisis yang digunakan yakni analisis data kuantitatif (uji validitas dan uji reliabilitas), uji asumsi klasik (uji normalitas, uji heteroskedastisitas, uji multikolinearitas), analisis regresi linier berganda, uji hipotesis (uji f dan uji t) serta analisis koefisien determinasi. Hasil analisis regresi linier berganda diketahui bahwa kualitas pelayanan (0,554), harga (0,205), dan kepuasan pelanggan (0,191) yang berarti semua variabel berpengaruh positif terhadap loyalitas pelanggan. Berdasarkan hasil uji F dengan nilai signifikansi 0,000 bahwa semua variabel berpengaruh signifikan dan secara simultan terhadap loyalitas pelanggan. Pada hasil uji t menghasilkan kualitas pelayanan (0,000), harga (0,004) dan kepuasan pelanggan (0,016) secara parsial berpengaruh signifikan terhadap loyalitas pelanggan.

Kata kunci : kualitas pelayanan, harga, kepuasan pelanggan, loyalitas pelanggan.

ABSTRACT

The background of this research is the availability of the building for weddings and other events still very minimal for the village area. Thus, competition of similar business is so strict to establish the service business, one of which is rental tent and party tools Dina Dini. The research aims to determine the influence of quality of service, price and customer satisfaction of customers' loyalty. The samples needed in this study were as much as 100 respondents with purposive sampling methods and data collection techniques through interviews, questionnaires and library studies. Analysis used are quantitative data analysis (validity test and reliability test), classical assumption test (normality test, heteroskedastisity test, multicollinearity test), multiple linear regression analysis, hypothesis test (f Test and T test) and coefficient of determination analysis. The results of a double linear regression analysis are known that the quality of service (0.554), the Price (0.205), and consumer satisfaction (0.191) which means that all variables positively affect customer loyalty. Based on the F test results with a significance value of 0.000 that all the variables are significant and simultaneous to customer loyalty. In t test results produce quality of service (0.000), the Price (0.004) and customer satisfaction (0.016) partially significant effect on customer loyalty.

Keyword : service quality, price, customer satisfaction, customer loyalty.