

ABSTRAK

Penelitian bertujuan menganalisis pengaruh citra merek dan harga terhadap kepuasan dan loyalitas pelanggan pada member Flashin Banyuwangi. Jenis penelitian kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh member Flashin di Banyuwangi, yakni berjumlah 1.180 orang. Sampel yang diambil adalah 93 responden dengan teknik *purposive sampling*. Alat analisis menggunakan *path analysis*. Pada model 1 diketahui variabel citra merek dan harga memiliki nilai koefisien positif, artinya jika citra merek dan harga semakin baik, maka kepuasan pelanggan akan semakin meningkat. Pada model 2 diketahui variabel citra merek, harga dan kepuasan pelanggan memiliki nilai koefisien positif, artinya jika citra merek, harga dan kepuasan pelanggan semakin baik, maka loyalitas pelanggan akan semakin meningkat. Hasil penelitian membuktikan bahwa citra merek dan harga berpengaruh signifikan terhadap kepuasan pelanggan. Citra merek, harga dan kepuasan pelanggan juga berpengaruh signifikan terhadap loyalitas pelanggan. Analisis koefisien determinasi pada model 1 menunjukkan bahwa 38,6% kepuasan pelanggan dipengaruhi oleh citra merek dan harga, sedangkan sisanya 61,4% dipengaruhi oleh variabel lain diluar model atau persamaan. Analisis koefisien determinasi pada model 2 menunjukkan bahwa 56,5% loyalitas pelanggan dipengaruhi oleh citra merek, harga dan kepuasan pelanggan, sedangkan sisanya 43,5% dipengaruhi oleh variabel lain diluar model atau persamaan, seperti variabel kualitas produk, pelayanan dan variabel lainnya.

Kata kunci: citra merek, harga, kepuasan pelanggan, loyalitas pelanggan

ABSTRACT

This research has a purpose to analyze the influence of brand image and price on customer satisfaction and customer loyalty to member of Flashin Banyuwangi. This type of research is quantitative and research design is explanatory. The population in this research is all members of Flashin in Banyuwangi, which amounted to 1180 members. The samples used were 93 respondents, using the technique of probability sampling with purposive sampling approach. The analysis tool using path analysis. The model 1 shows that brand and price variables have a positive coefficient value, meaning if the better brand image and price, then the customer satisfaction will increase. The model 2 shows brand image, price and customer satisfaction variables has a positive coefficient value, meaning the better brand image, price and customer satisfaction, then customer customer loyalty will be increasing. The results prove the brand image and price has a significant influence on customer satisfaction. Brand image, price and customer satisfaction also have a significant influence on customer loyalty. Determination coefficient analysis in model 1 shows that 38.6% customer satisfaction is influenced by brand image and price, while the remaining 61.4% influenced by other variables outside the model or equation. Determination coefficient analysis in model 2 shows that 56.5% customer loyalty is influenced by brand image, price and customer satisfaction, while the rest 43,5% influenced by other variable outside model or equation, like product quality variable, service and other variable.

Key words: brand image, price, customer satisfaction, customer loyalty