

ABSTRAK

Persaingan bisnis ritel alat tulis yang semakin ketat menuntut perusahaan untuk mampu mempertahankan loyalitas pelanggan sebagai faktor penting dalam keberlangsungan usaha. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga, kualitas pelayanan, dan keragaman produk terhadap loyalitas pelanggan pada Toko *Family stationery* Banyuwangi. Penelitian menggunakan metode kuantitatif dengan jenis penelitian *explanatory research* melalui penyebaran kuesioner kepada 160 responden yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan menggunakan *regresi linear* berganda. Hasil penelitian menunjukkan bahwa persepsi harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai koefisien regresi sebesar 0,391 dan merupakan variabel yang paling dominan. Kualitas pelayanan juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan koefisien regresi sebesar 0,233, sedangkan keragaman produk berpengaruh positif dan signifikan dengan koefisien regresi sebesar 0,144. Persepsi harga, kualitas pelayanan, dan keragaman produk memiliki pengaruh signifikan terhadap loyalitas pelanggan. Nilai *Adjusted R Square* sebesar 0,628 menunjukkan bahwa 62,8% variasi loyalitas pelanggan dapat dijelaskan oleh ketiga variabel tersebut, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, peningkatan loyalitas pelanggan pada Toko *Family stationery* Banyuwangi dapat dicapai melalui pengelolaan harga yang kompetitif, peningkatan kualitas pelayanan, serta penyediaan produk yang beragam dan sesuai kebutuhan pelanggan.

Kata Kunci: Persepsi Harga, Kualitas Pelayanan, Keragaman Produk, Loyalitas Pelanggan, Ritel Alat Tulis.

ABSTRACT

The increasingly tight competition in the stationery retail business demands companies to be able to maintain customer loyalty as an important factor in business sustainability. This study aims to analyze the influence of price perception, service quality, and product diversity on customer loyalty at the Family stationery Store in Banyuwangi. The study used a quantitative method with an explanatory research type through the distribution of questionnaires to 160 respondents selected using a purposive sampling technique. Data analysis was conducted using multiple linear regression. The results showed that price perception had a positive and significant effect on customer loyalty with a regression coefficient of 0.391 and was the most dominant variable. Service quality also had a positive and significant effect on customer loyalty with a regression coefficient of 0.233, while product diversity had a positive and significant effect with a regression coefficient of 0.144. Price perception, service quality, and product diversity had a significant effect on customer loyalty. The Adjusted R Square value of 0.628 indicated that 62.8% of the variation in customer loyalty could be explained by these three variables, while the rest was influenced by other factors outside the study. Thus, increasing customer loyalty at the Banyuwangi Family stationery Store can be achieved through competitive price management, improving service quality, and providing diverse products that meet customer needs.

Keywords: Price Perception, Service Quality, Product Diversity, Customer Loyalty, Stationery Retail.