

**PENGARUH KUALITAS PRODUK KUALITAS PELAYANAN DAN
HARGA TERHADAP LOYALITAS PELANGGAN YANG
DIMEDIASI OLEH KEPUASAN PELANGGAN
(Studi Kasus Pada Taman Anggrek Titi Orchids, Kapanewon Pakem,
Kabupaten Sleman, Provinsi Daerah Istimewa Yogyakarta)**

Oleh : Annis Muthia Arifani

Dibimbing Oleh : Indah Widowati dan Ni Made Suyastiri Y.P.

ABSTRAK

Penelitian ini bertujuan untuk : 1) Menganalisis tingkat loyalitas pelanggan di Taman Anggrek Titi Orchids Yogyakarta; 2) Menganalisis pengaruh langsung dan tidak langsung kualitas produk, kualitas pelayanan, dan harga terhadap loyalitas pelanggan melalui kepuasan pelanggan di Taman Anggrek Titi Orchids Yogyakarta. Metode penelitian ini adalah metode deskriptif dengan pendekatan studi kasus. Metode pengambilan responden dilakukan dengan menggunakan teknik *purposive sampling* dengan jumlah responden sebanyak 50 responden. Kriteria responden yang digunakan yakni telah melakukan pembelian anggrek di Taman Anggrek Titi Orchids minimal 2 kali untuk dikonsumsi sendiri dan pelanggan berada pada usia produktif 15 - 64 tahun. Teknik yang digunakan dalam pengumpulan data yakni wawancara, observasi, kuesioner, dan dokumentasi. Teknik analisis data meliputi Analisis Deskriptif dan Analisis Jalur (*Path Analysis*). Hasil penelitian menunjukkan bahwa : 1) Tingkat loyalitas pelanggan di Titi Orchids berada pada kategori tinggi dengan persentase sebesar 79,80%; 2) Kualitas produk, kualitas pelayanan, dan harga melalui kepuasan pelanggan sebagai variabel *intervening* mempengaruhi loyalitas pelanggan di Titi Orchids baik secara langsung maupun secara tidak langsung.

Kata Kunci : Kualitas Produk, Kualitas Pelayanan, Harga, Kepuasan Pelanggan,
Loyalitas Pelanggan

**THE EFFECT OF PRODUCT QUALITY SERVICE QUALITY AND
PRICE ON CUSTOMER LOYALTY MEDIATED
BY CUSTOMER SATISFACTION
(Case Study At Titi Orchids Garden, Pakem District, Sleman Regency,
Special Region of Yogyakarta)**

By : Annis Muthia Arifani

Supervised By : Indah Widowati and Ni Made Suyastiri YP

ABSTRACT

This study aims to: 1) Analyze the level of customer loyalty at Titi Orchids Garden Yogyakarta; 2) Analyze the direct and indirect effects of product quality, service quality, and price on customer loyalty through customer satisfaction at Titi Orchids Garden Yogyakarta. This research method is a descriptive method with a case study approach. The method of taking respondents was done by using purposive sampling technique with the number of respondents as many as 50 respondents. The respondent's criteria used are that they have purchased Orchids at the Titi Orchids Garden at least 2 times for their own consumption and consumers are in the productive age of 15 - 64 years. The techniques used in data collection are interviews, observation, questionnaires, and documentation. Data analysis techniques include descriptive analysis and path analysis. The results showed that: 1) The level of customer loyalty at Titi Orchids was in the high category with a percentage of 79,80%; 2) Product quality, service quality, and price through customer satisfaction variables intervening affect customer loyalty at Titi Orchids both directly and indirectly.

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