

Dina Friska Karamina. 2023. Pengaruh Kualitas Produk, Harga, dan Promosi terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Yoguri Yoghurt Yogyakarta. Di bawah arahan Budiarto.

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan tingkat kualitas produk, harga, promosi, kepuasan pelanggan, dan loyalitas pelanggan di Yoguri Yoghurt dan untuk menganalisis pengaruh kualitas produk, harga, dan promosi terhadap loyalitas pelanggan melalui kepuasan pelanggan di Yoguri Yoghurt secara langsung dan tidak langsung. Penelitian ini merupakan penelitian kuantitatif dengan metode survei. Penentuan lokasi dilakukan secara purposive dengan beberapa pertimbangan. Sampel pada penelitian ini diambil secara insidental sampling dengan beberapa kriteria tertentu dengan jumlah sampel 100 orang. Data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data yaitu dengan kuesioner, wawancara, observasi, dan dokumentasi. Teknik analisis data yaitu menggunakan grafik dan Analisis Jalur. Hasil penelitian menunjukkan bahwa terdapat pengaruh langsung antara promosi terhadap loyalitas pelanggan dan terdapat pengaruh tidak langsung antara kualitas produk dan harga terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Kata Kunci: Kualitas produk, harga, promosi, kepuasan pelanggan, loyalitas pelanggan

Dina Friska Karamina. 2023. *The Effect of Product Quality, Price, and Promotion on Customer Loyalty Through Customer Satisfaction in Yoguri Yoghurt Yogyakarta.* Supervised by Budiarto.

ABSTRACT

This study aimed to describe the level of product quality, price, promotion, customer satisfaction, and customer loyalty at Yoguri Yoghurt and to analyze the effect of product quality, price, and promotions on customer loyalty through customer satisfaction at Yoguri Yoghurt directly and indirectly. This research is a quantitative-research with survey method. Location determination was carried out purposively with several considerations. The sample in this study was taken by insidental sampling with certain criteria with a total sample of 100 people. The data used are primary data and secondary data. Data collection techniques are by questionnaires, interviews, observation, and documentation. The data analysis technique is using graphics and Path Analysis. The results showed that there is a direct effect between promotion on customer loyalty and an indirect effect between product quality and price on customer loyalty through customer satisfaction.

Keywords: *Product quality, price, promotion, customer satisfaction, customer loyalty*