

**PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP
LOYALITAS PELANGGAN PADA PELANGGAN PRODUK *FASHION*
CRSL DI PASAR *ONLINE* INDONESIA MELALUI *CUSTOMER*
SATISFACTION SEBAGAI VARIABEL MEDIASI**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh langsung harga produk dan kualitas produk terhadap loyalitas pelanggan, pengaruh tidak langsung harga produk dan kualitas produk terhadap loyalitas pelanggan pada pelanggan produk *fashion* CRSL di pasar *online* Indonesia melalui *customer satisfaction* sebagai variabel mediasi. Metode penelitian yang digunakan adalah kuantitatif dengan metode pengumpulan data melalui kuesioner Google form. Analisis data menggunakan *Structural Equation Model* (SEM) dengan analisis PLS (*Partial Least Square*) melalui Smart PLS 4.1 Jumlah sampel penelitian ini sebanyak 159 responden dengan menggunakan teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa harga dan kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan maupun *customer satisfaction*. Selain itu, *customer satisfaction* juga terbukti berpengaruh positif dan signifikan terhadap loyalitas pelanggan serta memediasi hubungan antara harga maupun kualitas produk terhadap loyalitas pelanggan.

Kata Kunci: Harga, Kualitas Produk, *Customer Satisfaction*, Loyalitas Pelanggan, *Fashion*, *Pasar Online*

***THE EFFECT OF PRICE AND PRODUCT QUALITY ON CUSTOMER
SATISFACTION OF CRSL FASHION PRODUCTS IN THE ONLINE
MARKET INDONESIA THROUGH CUSTOMER SATISFACTION AS A
MEDIATING VARIABLE***

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ABSTRACT

This study aims to determine the direct influence of product price and product quality on customer loyalty, the indirect influence of product price and product quality on customer loyalty in customers of CRSL fashion products in the Indonesian online market through customer satisfaction as a mediation variable. The research method used is quantitative with a data collection method through a Google form questionnaire. Data analysis using Structural Equation Model (SEM) with PLS (Partial Least Square) analysis through Smart PLS 4.1 The number of samples in this study was 159 respondents using purposive sampling techniques. The results of the study show that price and product quality have a positive and significant effect on customer loyalty and customer satisfaction. In addition, customer satisfaction has also been proven to have a positive and significant effect on customer loyalty and mediates the relationship between price and product quality to customer loyalty.

Keywords: *Price, Product Quality, Customer Satisfaction, Customer Loyalty, Fashion, Online Market*