

ABSTRAK

FENTY NURRINA DEWI. Pengaruh Kualitas Produk, Harga, dan Pelayanan Terhadap Kepuasan Konsumen dan Dampaknya Terhadap Loyalitas Pelanggan Sayuran Organik (Studi Kasus Di Supermarket Giant Ekspres Condongcatur Yogyakarta). Dibawah bimbingan BUDIARTO dan JUARINI.

Penelitian ini bertujuan menganalisis pengaruh secara langsung kualitas produk, harga dan pelayanan terhadap kepuasan konsumen sayuran organik di supermarket Giant Ekspres Condongcatur Yogyakarta serta menganalisis pengaruh secara langsung maupun tidak langsung kualitas produk, harga dan pelayanan melalui kepuasan konsumen terhadap loyalitas pelanggan sayuran organik di supermarket Giant Ekspres Condongcatur Yogyakarta. Metode penelitian adalah metode deskriptif yang dilaksanakan dengan metode studi kasus. Penentuan responden dengan metode *accidental sampling* dan ditentukan jumlahnya dengan metode *quota sampling* sebanyak 80 responden. Variabel yang digunakan adalah kualitas produk, harga, pelayanan, kepuasan konsumen, dan loyalitas pelanggan. Metode analisis menggunakan analisis path dua jalur. Hasil analisis menunjukkan bahwa kualitas produk dan harga berpengaruh secara langsung terhadap kepuasan konsumen sayuran organik di supermarket Giant Ekspres Condongcatur Yogyakarta. Harga berpengaruh secara langsung maupun tidak langsung terhadap loyalitas pelanggan melalui kepuasan konsumen sayuran organik di supermarket Giant Ekspres Condongcatur Yogyakarta. Sedangkan kepuasan konsumen berpengaruh secara langsung terhadap loyalitas pelanggan sayuran organik di supermarket Giant Ekspres Condongcatur Yogyakarta.

Kata kunci : kualitas produk, harga, pelayanan, kepuasan konsumen, loyalitas pelanggan.

ABSTRACT

FENTY NURRINA DEWI. *The Influence of Product Quality, Price, and Service to Consumer Satisfaction and the Impact on Customer Loyalty of Organic Vegetable (Case Study at Giant Ekspres Condongcatur Yogyakarta). Under the guidance by BUDIARTO and JUARINI.*

This study aimed to analyze the direct influence of product quality, price, and service to consumer satisfaction of organic vegetables at the supermarket of Giant Ekspres Condongcatur Yogyakarta also to analyze the direct or indirect influence of product quality, price and service through consumer satisfaction to customer loyalty of organic vegetables at the supermarket of Giant Ekspres Condongcatur Yogyakarta. The research method was descriptive method which implemented by the case study method. Determination of the respondents using accidental sampling and quota sampling method was determined by as many as 80 respondents. The variables used were the product quality, price, service, consumer satisfaction, and customer loyalty. The method of analysis using two ways path analysis. The analysis showed that product quality and price has a direct influence to consumer satisfaction of organic vegetables at the supermarket of Giant Ekspres Condongcatur Yogyakarta. Price has a direct and indirect influence to customer loyalty through consumer satisfaction of organic vegetables at the supermarket of Giant Ekspres Condongcatur Yogyakarta. While the consumer satisfaction has a direct influence to customer loyalty of organic vegetables at the supermarket of Giant Ekspres Condongcatur Yogyakarta.

Keywords : product quality, price, service, consumer satisfaction, customer loyalty.