

ABSTRAK

**PENGARUH HARGA DAN PROMOSI TERHADAP LOYALITAS
KONSUMEN DENGAN KEPUASAN KONSUMEN
SEBAGAI VARIABEL MEDIASI
(Studi Pada Mahasiswa Pengguna Layanan GoFood di Yogyakarta)**

Xena Corpionela Triputri

Universitas Sanata Dharma

Yogyakarta

2021

Penelitian ini dilakukan untuk menguji: (1) pengaruh harga terhadap kepuasan konsumen, (2) pengaruh harga terhadap loyalitas konsumen, (3) pengaruh promosi terhadap kepuasan konsumen, (4) pengaruh promosi terhadap loyalitas konsumen, (5) pengaruh kepuasan konsumen terhadap loyalitas konsumen, (6) pengaruh harga terhadap loyalitas konsumen yang dimediasi oleh kepuasan konsumen, (7) pengaruh promosi terhadap loyalitas konsumen yang dimediasi oleh kepuasan konsumen. Populasi penelitian adalah mahasiswa di Daerah Istimewa Yogyakarta yang pernah memanfaatkan layanan pesan-antar makanan *online* GoFood. Metode *Purposive Sampling* digunakan untuk memilih anggota sampel dengan kriteria mahasiswa yang pernah menggunakan layanan pesan-antar makanan *online* GoFood 3 kali atau lebih dalam waktu satu bulan terakhir, Jumlah sampel yang diteliti sebanyak 100 orang responden. Data penelitian dikumpulkan menggunakan kuesioner. Analisis data menggunakan perangkat lunak SPSS versi 23 dan SmartPLS. Hasil penelitian membuktikan secara empiris bahwa: (1) harga berpengaruh positif pada kepuasan konsumen, (2) harga berpengaruh positif pada loyalitas konsumen, (3) promosi berpengaruh positif pada kepuasan konsumen, (4) promosi berpengaruh positif pada loyalitas konsumen, (5) kepuasan konsumen berpengaruh positif pada loyalitas konsumen, (6) kepuasan konsumen memediasi pengaruh harga pada loyalitas konsumen, (7) kepuasan konsumen memediasi pengaruh promosi pada loyalitas konsumen.

Kata Kunci: harga, promosi, kepuasan, loyalitas konsumen

ABSTRACT

**THE INFLUENCE OF PRICE AND PROMOTION TOWARDS
COSTUMER LOYALTY MEDIATED BY COSTUMER SATISFACTION
(Study on GoFood Service User Students in Yogyakarta)**

Xena Corpionela Triputri
Sanata Dharma University
Yogyakarta
2021

This study aims to determine the influence of: (1) price towards customer satisfaction, (2) price towards customer loyalty, (3) promotion towards customer satisfaction, (4) promotion towards customer loyalty, (5) customer satisfaction towards customer loyalty, (6) price towards customer loyalty mediated by customer satisfaction, (7) promotion on customer loyalty mediated by customer satisfaction. The population in this study were students in the Special Region of Yogyakarta who had used GoFood *online* food delivery service. The purposive sampling method was used to select sample members with the criteria of students who had used the *online* food delivery service GoFood at least 3 times in the last one month as many as 100 people. The data collection technique used questionnaire distribution. Data were analyzed using SPSS version 23 and SmartPLS software. The results showed that: (1) price has a positive influence on customer satisfaction, (2) price had a positive influence on customer loyalty, (3) promotion had a positive influence on customer satisfaction, (4) promotion had a positive influence on customer loyalty, (5) customer satisfaction had a positive influence on customer loyalty, (6) customer satisfaction mediated the influence of price towards customer loyalty, (7) customer satisfaction mediated the influence of promotion towards customer loyalty.

Keywords: price, promotion, customer satisfaction, customer loyalty