

ABSTRAK**PENGARUH SERVICE QUALITY, KUALITAS PRODUK, DAN LOKASI
TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN
PELANGGAN SEBAGAI VARIABEL MEDIASI
Studi pada Pelanggan Hotel FX 72 di Maumere**

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh secara langsung *service quality* terhadap loyalitas pelanggan, (2) pengaruh secara langsung kualitas produk terhadap loyalitas pelanggan, (3) pengaruh secara langsung lokasi terhadap loyalitas pelanggan, (4) pengaruh *service quality* terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi, (5) pengaruh kualitas produk terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi, dan (6) pengaruh lokasi terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi. Populasi dalam penelitian ini adalah seluruh pelanggan Hotel FX 72 Maumere. Pengambilan sampel dilakukan menggunakan metode *purposive sampling* yaitu pelanggan Hotel FX 72 Maumere yang pernah menginap minimal 2 kali dalam kurun waktu 3 bulan terakhir dengan jumlah responden sebanyak 96 orang. Pengumpulan data dilakukan dengan menggunakan kuesioner. Analisis data dilakukan dengan menggunakan SEM *Partial Least Squares* (PLS). Hasil penelitian ini menunjukkan bahwa (1) *service quality* secara langsung berpengaruh positif terhadap loyalitas pelanggan, (2) kualitas produk secara langsung tidak berpengaruh positif terhadap loyalitas pelanggan, (3) lokasi secara langsung berpengaruh positif terhadap loyalitas pelanggan, (4) *service quality* berpengaruh positif terhadap loyalitas pelanggan dengan dimediasi sebagian oleh kepuasan pelanggan, (5) kualitas produk berpengaruh positif terhadap loyalitas pelanggan dengan dimediasi penuh oleh kepuasan pelanggan, dan (6) lokasi berpengaruh positif terhadap loyalitas pelanggan dengan dimediasi sebagian oleh kepuasan pelanggan.

Kata Kunci: *Service Quality*, Kualitas Jasa, Lokasi, Kepuasan Pelanggan, dan Loyalitas Pelanggan.

ABSTRACT

THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, AND LOCATION ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATION VARIABLE **Study on Hotel FX 72 Customers in Maumere**

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This research aims to determine (1) the direct effect of service quality on customer loyalty, (2) the direct effect of product quality on customer loyalty, (3) the direct effect of location on customer loyalty, (4) the effect of service quality on customer loyalty with customer satisfaction as mediating variable, (5) the effect of product quality on customer loyalty with customer satisfaction as mediating variable, and (6) the effect of location on customer loyalty with customer satisfaction as mediating variable. The population in this research were all customers of Hotel FX 72 Maumere. The sampling technique used is purposive sampling, that is customers of Hotel FX 72 Maumere who had stayed at least 2 times in the last 3 months with a total sample of 96 respondents. The data collection was performed by using a questionnaire. The data analysis was performed by using SEM Partial Least Squares (PLS). The results of this research showed that (1) service quality has a direct positive effect on customer loyalty, (2) product quality has no direct positive effect on customer loyalty, (3) location has a direct positive effect on customer loyalty, (4) service quality has a positive effect on customer loyalty with partially mediated by customer satisfaction, (5) product quality has a positive effect on customer loyalty with fully mediated by customer satisfaction, and (6) location has a positive effect on customer loyalty with partially mediated by customer satisfaction.

Keywords: Service Quality, Product Quality, Location, Customer Satisfaction, and Customer Loyalty.