

PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI (STUDI PADA MMUGM HOTEL)

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INTISARI

Latar Belakang : Dalam industri perhotelan, loyalitas pelanggan menjadi salah satu faktor keberlangsungan bisnis. Kualitas pelayanan dan harga merupakan dua elemen utama yang mempengaruhi kepuasan pelanggan untuk tetap setia pada hotel. MMUGM Hotel telah menerapkan kualitas pelayanan dan harga yang dinamik, namun ditemukan adanya fenomena menurunnya kepuasan tamu hotel terhadap fasilitas yang disediakan.

Tujuan Penelitian : Tujuan penelitian ini untuk menguji sejauh mana kualitas pelayanan dan harga mempengaruhi kepuasan dan loyalitas pelanggan MMUGM Hotel, serta menguji sejauh mana kepuasan pelanggan dalam mempengaruhi loyalitas pelanggan MMUGM Hotel. Jika dieksplorasi lebih lanjut sejauh mana peran kepuasan pelanggan dalam memediasi pengaruh antara kualitas pelayanan dan harga terhadap loyalitas pelanggan MMUGM Hotel.

Metode Penelitian : Penelitian ini dikategorikan dalam *ekplanatory research*, dengan metode survei data menggunakan kuesioner google formulir. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Jumlah sampel sebanyak 144 responden tamu hotel yang dianalisis menggunakan SEM-PLS dengan *software SmartPLS 3.0*.

Hasil : Hasil pengujian menunjukkan terdapat pengaruh antara kualitas pelayanan terhadap kepuasan dan loyalitas pelanggan MMUGM Hotel. Lalu ditemukan adanya pengaruh antara harga terhadap kepuasan dan loyalitas pelanggan MMUGM Hotel. Kemudian kepuasan pelanggan dapat mempengaruhi loyalitas pelanggan MMUGM Hotel. Selain itu, kepuasan pelanggan mampu memediasi pengaruh antara kualitas pelayanan dan harga terhadap loyalitas pelanggan MMUGM Hotel.

Kesimpulan : Kualitas pelayanan dan harga berpengaruh terhadap kepuasan dan loyalitas pelanggan MMUGM Hotel, lalu kepuasan pelanggan memiliki pengaruh terhadap loyalitas pelanggan MMUGM Hotel. Serta, kepuasan pelanggan dapat memediasi hubungan antara kualitas pelayanan dan harga terhadap loyalitas pelanggan MMUGM Hotel.

Kata kunci: *Kualitas Pelayanan, Harga, Kepuasan Pelanggan, Loyalitas Pelanggan*

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**THE EFFECT OF SERVICE QUALITY AND PRICE ON CUSTOMER LOYALTY
THROUGH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE
(STUDY AT MMUGM HOTEL)**

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ABSTRACT

Background : *In the hospitality industry, customer loyalty is one of the factors for business continuity. Service quality and price are the two main elements that influence customer satisfaction to remain loyal to the hotel. MMUGM Hotel has implemented dynamic service quality and price, but there is a phenomenon of decreasing hotel guest satisfaction with the facilities provided.*

Objective : *The purpose of this study is to examine the extent to which service quality and price affect MMUGM Hotel customer satisfaction and loyalty, and to examine the extent to which customer satisfaction affects MMUGM Hotel customer loyalty. If explored further to what extent the role of customer satisfaction in mediating the influence between service quality and price on MMUGM Hotel customer loyalty.*

Methods : *This research is categorized as explanatory research, with a data survey method using a google form questionnaire. The sampling technique used was non probability sampling with the purposive sampling method. The sample size was 144 hotel guest respondents who were analyzed using SEM-PLS with SmartPLS 3.0 software.*

Results : *The test results show that there is an influence between service quality on MMUGM Hotel customer satisfaction and loyalty. Then there is an influence between price on MMUGM Hotel customer satisfaction and loyalty. Then customer satisfaction can affect MMUGM Hotel customer loyalty. In addition, customer satisfaction is able to mediate the influence between service quality and price on MMUGM Hotel customer loyalty.*

Conclusion : *Service quality and price affect MMUGM Hotel customer satisfaction and loyalty, then customer satisfaction has an influence on MMUGM Hotel customer loyalty. Also, customer satisfaction can mediate the relationship between service quality and price on MMUGM Hotel customer loyalty.*

Keywords : *Service Quality, Price, Customer Satisfaction, Customer Loyalty.*

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