

ABSTRAK

Penelitian bertujuan untuk menguji dan menganalisis pengaruh Kualitas Produk, Pelayanan, dan Harga terhadap Loyalitas Pelanggan Burger King Jarta Barat. Teknik pengambilan sampel dalam penelitian ini yaitu *Convenience Sampling*. Responden dalam penelitian ini sebanyak 180 responden dari konsumen yaitu pelanggan Burger King di daerah Jakarta Barat. Pendekatan yang digunakan dalam ini adalah Struktural Equation Model (SEM) dengan alat analisis Smart-PLS.

Hasil penelitian menunjukkan bahwa kualitas produk memberikan pengaruh yang positif terhadap loyalitas pelanggan, pelayanan berpengaruh positif terhadap loyalitas pelanggan. Dan kemudian yang terakhir harga berpengaruh negatif terhadap loyalitas pelanggan.

Kata Kunci : Kualitas Produk, Pelayanan, Harga, Loyalitas Pelanggan, *Structural Equation Model (SEM)*, *partial Least Square (PLS)*.



ABSTRACT

The study aims to review and analyze the influence Quality Testing Products, Services, And the price on Customer Loyalty Burger King Jarta West. Sampling Techniques That singer Research hearts convenience sampling. Respondents hearts Singer Research sebnayak 180 respondents from consumer that Burger King customers in the area is Jakarta West. The approach used is a structural singer hearts Equation Model (SEM) WITH Smart-PLS analysis tools.

Results showed that the Product Quality the positive impact and significant no against customer loyalty, Services And signifikan against the positive effect of customer loyalty. And then the latter in the price and not a significant positive effect against customer loyalty.

Keywords: *Quality Product, Service, Price, Customer Loyalty, Stuctual (SEM), Partial Least Square (PLS).*

