

## ABSTRAK

Penelitian ini berjudul “Pengaruh Kualitas Pelayanan Dan Harga terhadap Loyalitas Pelanggan Dengan Kepuasan Sebagai Variabel Intervening (Studi Pada Jasa Transportasi Kereta Api Commuter Line Rute Tanah Abang – Parung).bertujuan untuk mengetahui tanggapan penumpang kereta api Commuter Line rute Tanah Abang – Parung mengenai pengaruh kualitas pelayanan dan harga terhadap kepuasan dan loyalitas pelanggan. Penelitian melibatkan 161 responden. Metode analisis data menggunakan Structural Equation Modeling.

Hasil pengujian hipotesis menunjukkan pengaruh yang tidak signifikan dari kualitas pelayanan terhadap loyalitas sikap dan loyalitas perilaku, variabel lain menunjukkan hasil yang signifikan antara kualitas pelayanan terhadap kepuasan dan harga terhadap kepuasan, loyalitas sikap, dan loyalitas perilaku, serta kepuasan berpengaruh signifikan terhadap loyalitas sikap dan loyalitas perilaku. Untuk penelitian selanjutnya disarankan melakukan penelitian pada perusahaan/organisasi lain.

Kata kunci : Kualitas Pelayanan, Harga , kepuasan, Loyalitas Sikap dan Loyalitas Perilaku

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## ABSTRACT

*This study entitled "Effect of Service Quality and Price on Customer Loyalty With Satisfaction As an intervening variable (Studies in Transportation Services Railway Commuter Line These Tanah Abang - Parung) . Have to determine the response Commuter Line passenger train routes Tanah Abang - Parung on the effect of quality service and price to customer satisfaction and loyalty. The study involved 161 respondents. Methods of data analysis using Structural Equation Modeling.*

*Hypothesis testing results showed no significant effect on the quality of service to attitudinal loyalty and loyalty behaviors, other variables showed significant gains between the quality of service to satisfaction and to the satisfaction, loyalty attitude, and loyalty behavior and satisfaction significantly influence attitudinal loyalty and loyalty behavior. For further research suggested doing research on companies / organizations.*

*Keywords: Quality Service, Price, satisfaction, Loyalty Attitude and Loyalty Behavior*

