

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh persepsi harga terhadap kepuasan pelanggan, pengaruh kualitas layanan terhadap kepuasan pelanggan, pengaruh keamanan terhadap kepuasan pelanggan, pengaruh persepsi harga terhadap loyalitas pelanggan, pengaruh kualitas layanan terhadap loyalitas pelanggan, pengaruh keamanan terhadap loyalitas pelanggan, dan pengaruh kepuasan pelanggan gas terhadap loyalitas pelanggan. Variable yang digunakan dalam penelitian ini adalah persepsi harga, kepuasan pelanggan dan keamanan sebagai variable independent, kepuasan pelanggan sebagai variable moderator dan loyalitas sebagai variable dependent. Metode yang digunakan pada penelitian ini adalah penelitian metode kuantitatif dan deskriptif kausal dengan populasi pelanggan rumah tangga dan pelanggan kecil di PT Perusahaan Gas Negara sebanyak 13.788. Teknik penentuan sampel yang digunakan dalam penelitian ini yaitu teknik probability sampling dengan teknik simple random sampling menggunakan rumus Heir, sehingga didapat jumlah sampling sebanyak 190 sampel. Metode analisis yang digunakan dalam penelitian ini dengan pendekatan SEM berbasis PLS. Hasil penelitian menemukan bahwa persepsi harga, kualitas layanan, dan keamanan masing masing variable memiliki pengaruh positif terhadap kepuasan pelanggan, persepsi harga, kualitas layanan, dan keamanan masing masing variable memiliki pengaruh positif terhadap loyalitas pelanggan, dan kepuasan pelanggan memiliki hubungan positif terhadap loyalitas pelanggan.

Kata Kunci: persepsi harga, kualitas layanan, keamanan, kepuasan pelanggan, loyalitas, SEM, dan PLS.

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ABSTRACT

The purpose of this study was to determine and analyze the effect of perceived price on customer satisfaction, the effect of service quality on customer satisfaction, the effect of security on customer satisfaction, the effect of perceived price on customer loyalty, the effect of service quality on customer loyalty, the effect of security on customer loyalty, and effect of gas customer satisfaction on customer loyalty. The variables used in this research are price perception, customer satisfaction and safety as the independent variables, customer satisfaction as the moderator variable and loyalty as the dependent variable. The method used in this study is a causal quantitative and descriptive research method with a population of 13,788 household customers and small customers at PT Perusahaan Gas Negara. The sampling technique used in this research is probability sampling technique with simple random sampling technique using the Heir formula, in order to obtain a total sampling of 190 samples. The analytical method used in this study is a PLS-based SEM approach. The results of the study found that perceived price, service quality, and safety of each variable had a positive effect on customer satisfaction, perceived price, service quality, and safety of each variable had a positive effect on customer loyalty, and customer satisfaction had a positive relationship to customer loyalty.

Keywords: price perception, service quality, security, customer satisfaction, loyalty, SEM and PLS.



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