ABSTRACT

This study aims to determine the effect of perceived price, perceived quality of product and perceived risk on customer satisfaction and their impact on loyalty in shopping at Alfa Express Jabodetabek. This research was conducted on Alfa Express consumers in Jabodetabek. Data collection is done by survey method. The questionnaire was distributed to 300 consumers who shop for Grocery products with Ready to Drink or Ready to Eat. The data analysis technique used is Structural Equation Model (SEM). The results showed that the perceived price, perceived quality of product and perceived risk had a positive contribution and had a significant effect on customer satisfaction. Then perceived price, perceived quality of product and perceived risk have a positive contribution and have a significant effect on loyalty. In addition, satisfaction also has a significant effect on loyalty. Perceived quality of product is the variable that has the greatest influence on loyalty. It is suggested that the company should be improve product quality by providing the best products and regulating appropriate pricing policies, minimizing risks that may arise with training programs and implementing good product handling standards so that consumers are more satisfied and loyal to Alfa Express. Further research on looking for other factors that can affect consumer satisfaction such as promotions, places, processes and people. The next researcher can also use other mediating variables besides satisfaction such as purchasing decisions or consumer purchase intentions and brand image is also needed.

Keywords: Perceived price, Perceived quality of product, Perceived risk, Consumers satisfaction, Loyalty, Structural Equation Model

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga, persepsi kualitas produk dan persepsi resiko terhadap kepuasan konsumen serta dampaknya kepada loyalitas dalam berbelanja di Alfa Express Jabodetabek. Penelitian ini dilakukan terhadap konsumen Alfa Express di Jabodetabek. Pengumpulan data dilakukan dengan metode survei. Kuesioner disebar kepada 300 konsumen yang berbelanja produk *Grocery* disertai *Ready to Drink* atau *Ready to Eat*. Teknik analisis data yang digunakan adalah *Structural Equation Model* (SEM). Hasil penelitian menunjukkan bahwa persepsi harga, persepsi kualitas produk dan persepsi resiko memiliki kontribusi positif dan berpengaruh signifikan terhadap kepuasan konsumen. Kemudian persepsi harga, persepsi kualitas produk dan persepsi resiko memiliki kontribusi positif dan berpengaruh signifikan terhadap loyalitas. Selain itu, kepuasan juga berpengaruh signifikan terhadap loyalitas. Persepsi kualitas produk merupakan variabel yang paling besar pengaruhnya terhadap loyalitas. Saran bagi perusahaan agar meningkatkan kualitas produk dengan memberikan produk terbaik dan mengatur kebijakan penetapan harga yang sesuai, meminimalkan resiko yang mungkin timbul dengan program pelatihan dan penerapan standar penanganan produk yang baik sehingga konsumen semakin puas dan loyal terhadap Alfa Express. Penelitian lebih lanjut mengenai variabel lain yang dapat mempengaruhi kepuasan konsumen seperti promosi, tempat, proses dan orang. Peneliti selanjutnya juga dapat menggunakan variabel mediasi lain selain kepuasan misalnya keputusan pembelian atau niat beli konsumen dan citra merek.

Kata kunci: Persepsi harga, persepsi kualitas produk, persepsi resiko, kepuasan konsumen, loyalitas, *Structural Equation Model*