

ABSTRACT

This study aims to analyze the factors that affect customer satisfaction pharmacy Kimia Farma Jabodetabek area, further affecting the loyalty to keep buying products at the pharmacy. Researchers used Partial Least Square (PLS) as a technique to analyze measurements and structural models. This type of research is descriptive quantitative with the method used is a direct survey involving as many as 135 respondents and using google form.

The results of this study showed that of the four variables among its price perception, brand image, brand trust and service quality e-directly positive and significant effect on customer loyalty. Brand image has a positive and significant effect on customer satisfaction, while the perception of price, brand trust and service quality does not affect customer satisfaction. Directly customer satisfaction has a positive and significant effect on customer loyalty.

The test results indirectly show that all independent variables (X) through mediation (Z) have a positive and significant effect on the dependent variable (Y). The implication of this study for pharmacy Kimia Farma Jabodetabek area is that in order to increase price affordability, consumer confidence also needs to be considered and also Kimia Farma Mobile Services also need to improve its quality because these variables will have an impact on customer loyalty.

Keywords: *Price Perception, Brand Image, Brand Trust, E-Service Quality, Customer Satisfaction, Customer Loyalty.*

ABSTRAK

Penelitian ini bertujuan menganalisis faktor-faktor yang memengaruhi kepuasan pelanggan Apotek Kimia Farma area Jabodetabek, selanjutnya memengaruhi loyalitas untuk tetap membeli produk di apotek tersebut. Peneliti menggunakan *Partial Least Square* (PLS) sebagai teknik untuk menganalisis pengukuran dan model struktural. Jenis penelitian ini adalah deskriptif kuantitatif dengan metode yang digunakan yaitu *dengan* survei langsung dengan melibatkan responden sebanyak 135 dan menggunakan *google form*.

Hasil penelitian ini menunjukkan bahwa dari keempat variabel di antaranya persepsi harga, *brand image*, *brand trust*, dan *e-service quality* secara langsung berpengaruh positif dan signifikan terhadap loyalitas pelanggan. *Brand image* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, sedangkan persepsi harga, *brand trust*, dan *e service quality* tidak berpengaruh terhadap kepuasan pelanggan. Secara langsung kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Hasil pengujian secara tidak langsung menunjukkan bahwa seluruh variabel independen (X) melalui mediasi (Z) berpengaruh positif dan signifikan terhadap variabel dependen (Y). Implikasi penelitian ini untuk Apotek Kimia Farma area Jabodetabek yaitu agar dapat meningkatkan keterjangkauan harga, kepercayaan konsumen juga perlu diperhatikan dan juga layanan Kimia Farma *Mobile* juga perlu ditingkatkan kualitasnya karena variabel-variabel tersebut akan berdampak pada loyalitas pelanggan.

Kata kunci: Presepsi Harga, *Brand Image*, *Brand Trust*, *E-Service Quality*, Kepuasan Pelanggan, Loyalitas Pelanggan.