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The Effect of Service Quality and Price on Customer Loyalty with Customer Satisfaction as a Mediating Variable

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Abstract

This study aims to determine the effect of service quality and price on customer loyalty, with customer satisfaction as a mediating variable. This study uses primary data with a total sample of 296 respondents. The sampling technique used was the purposive sampling method. Data collection was obtained from research questionnaires distributed to all regions in Indonesia using Google Forms and social media. The data analysis used was the Outer Model test, which included Convergent Validity, Average Variance Extracted (AVE), Discriminant Validity, Composite Reliability, and Cronbach's Alpha tests. Then, the Inner Model by looking at the coefficient of determination (R^2) and testing the hypothesis by looking at the t-statistic value on the T-test. This research uses data analysis methods in the form of path analysis. The data analysis technique in the study used partial least squares (PLS) with a test tool using SmartPLS ver 4.0. The results of this study indicate that 1) service quality has a positive and significant effect on customer satisfaction, 2) price has a positive and significant effect on customer satisfaction, 3) service quality has no significant effect on customer loyalty, 4) price has a positive and significant effect on customer loyalty 5) customer satisfaction has a positive and significant effect on customer loyalty 6) service quality has an effect on customer loyalty through customer satisfaction as a mediating variable 7) price has an effect on customer loyalty through customer satisfaction as a mediating variable.

Keywords: Service Quality, Price, Customer Loyalty, Customer Satisfaction