

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan kualitas produk terhadap kepuasan pelanggan dan loyalitas pelanggan, serta menguji peran kepuasan pelanggan sebagai variabel mediasi pada Toko *Spare part* Jalil Motor Bungah Gresik. Penelitian menggunakan pendekatan kuantitatif dengan jumlah sampel 96 responden yang dipilih melalui purposive sampling. Analisis data dilakukan menggunakan *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh signifikan terhadap kepuasan dan loyalitas pelanggan, harga berpengaruh signifikan secara langsung terhadap loyalitas. Kepuasan pelanggan terbukti berpengaruh signifikan terhadap loyalitas pelanggan dan mampu memediasi hubungan antara harga dan kualitas produk terhadap loyalitas secara parsial. Temuan ini menegaskan pentingnya peningkatan kualitas produk dan pengelolaan persepsi harga untuk memperkuat kepuasan dan loyalitas pelanggan.

Kata kunci: Harga, Kualitas Produk, Kepuasan Pelanggan, Loyalitas Pelanggan, Mediasi

ABSTRACT

This study aims to analyze the influence of price and product quality on customer satisfaction and customer loyalty, as well as test the role of customer satisfaction as a mediating variable in the Jalil Motor Bungah Gresik Spare parts Store. The study used a quantitative approach with a sample of 96 respondents selected through purposive sampling. Data analysis was carried out using Partial Least Square (PLS). The results of the study show that product quality has a significant effect on customer satisfaction and loyalty, price has a significant effect directly on loyalty. Customer satisfaction has been shown to have a significant effect on customer loyalty and is able to mediate the relationship between price and product quality to loyalty partially. These findings confirm the importance of improving product quality and managing price perceptions to strengthen customer satisfaction and loyalty.

Keywords: Price, Product Quality, Customer Satisfaction, Customer Loyalty, Mediation