

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Produk, Harga, Lokasi dan Promosi Terhadap Loyalitas Konsumen dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Caricano Caffe Ngrayung Gandusari Trenggalek” ini ditulis oleh Lina Mustikaningayu, NIM: 17402163249, dengan dosen pembimbing Dr. H. Mashudi, M.Pd.I.

Bisnis Caricano Caffe di Desa Ngrayung Gandusari Trenggalek yang berdiri sejak tahun 2015, sehingga sudah banyak konsumen yang melakukan pembelian serta menjadi pelanggan tetap di Caricano Caffe. Mereka sudah merasa cocok dengan produk yang ditawarkan oleh Caffe karena selalu mempertahankan kualitas produknya serta harga yang terus stabil dan lokasi yang strategis mudah dijangkau kemudian promosi yang dilakukan Caffe secara baik setiap harinya.

Rumusan masalah pada penelitian ini adalah: (1) Bagaimana pengaruh kualitas produk, harga, lokasi dan promosi terhadap loyalitas konsumen di Caricano Caffe?. (2) Bagaimana pengaruh kepuasan konsumen terhadap loyalitas konsumen di Caricano Caffe?. (3) Bagaimanakah pengaruh kualitas produk, harga, lokasi dan promosi terhadap loyalitas konsumen dengan kepuasan konsumen sebagai variabel intervening?.

Metode penelitian dilakukan dengan pendekatan kuantitatif dan jenis penelitian kausal. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 50 responden, yaitu para konsumen Caricano Caffe di Desa Ngrayung Gandusari Trenggalek. Pengambilan sampel dilakukan dengan teknik *sampling purposive*. Pengumpulan data dilakukan dengan cara memberikan kuesioner penelitian kepada responden. Selanjutnya, data kuesioner yang telah diperoleh kemudian dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linear berganda, uji T, uji F, dan analisis jalur.

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif sedangkan variabel harga, lokasi dan promosi berpengaruh negatif terhadap loyalitas konsumen. Hal ini dapat dilihat dari hasil uji T bahwa nilai signifikan untuk variabel kualitas produk 0.027, variabel harga 0.727, variabel lokasi 0.274 dan variabel promosi 0.930. Keempat variabel memiliki nilai signifikan lebih besar dari 0,05. Kepuasan konsumen berpengaruh positif terhadap loyalitas konsumen ditunjukkan dari nilai signifikan 0,030 dimana nilai tersebut lebih kecil dari probabilitas 0.05. Dan kepuasan memberikan dampak tidak signifikan terhadap variabel Kualitas produk, harga dan lokasi terhadap loyalitas sedangkan promosi mampu memberikan dampak intervening signifikan terhadap loyalitas melalui kepuasan.

Kata Kunci: Kualitas Produk, Harga, Lokasi, Promosi, Loyalitas Konsumen, Kepuasan Konsumen

ABSTRACT

This is with the title "The Effect of Product Quality, Price, Location and Promotion on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable at Caricano Caffe Ngrayung Gandusari Trenggalek" was written by Lina Mustikaningayu, NIM: 17402163249, with the supervisor Dr. H. Mashudi, M.Pd.I.

Caricano Caffe business in Ngrayung Gandusari Village Trenggalek which was established in 2015, so that many consumers have made purchases and become regular customers at Caricano Caffe. They already feel comfortable with the products offered by Caffe because they always maintain the quality of their products and prices continue to be stable and the strategic location is easy to reach, then Caffe does good promotions every day.

The formulation of the problem in this research are: (1) How is the effect of product quality, price, location and promotion on consumer loyalty at Caricano Caffe?. (2) How is the influence of consumer satisfaction on consumer loyalty at Caricano Caffe?. (3) How is the effect of product quality, price, location and promotion on consumer loyalty with consumer satisfaction as an intervening variable?.

The research method is carried out with a quantitative approach and the type of causal research. The number of samples used in this study were 50 respondents, namely Caricano Caffe consumers in Ngrayung Gandusari Village, Trenggalek. Sampling was done by purposive sampling technique. Data was collected by giving research questionnaires to respondents. Furthermore, the questionnaire data that has been obtained is then analyzed using validity test, reliability test, classical assumption test, multiple linear regression test, T test, F test, and path analysis.

The results showed that product quality had a positive effect while price, location and promotion variables had a negative effect on consumer loyalty. It can be seen from the results of the T test that the significant value for the product quality variable is 0.027, the price variable is 0.727, the location variable is 0.274 and the promotion variable is 0.930. The four variables have a significant value greater than 0.05. Consumer satisfaction has a positive effect on consumer loyalty as indicated by a significant value of 0.030 where the value is smaller than the probability of 0.05. And satisfaction has an insignificant impact on product quality, price and location variables on loyalty, while promotion is able to provide a significant intervening impact on loyalty through satisfaction.

Keywords: Product Quality, Price, Location, Promotion, Consumer Loyalty, Consumer Satisfaction