

ABSTRAK

Skripsi dengan judul “*Pengaruh Harga, Kualitas Produk, dan Pelayanan Terhadap Loyalitas Pelanggan Provider MyRepublic di Kelurahan Banjarmlati Cabang Kediri*” ini ditulis oleh Fadila Nur Ismawati, NIM. 126405212087, dengan pembimbing Galih Pradananta, M.Si.

Kata Kunci: Kualitas Produk, Kualitas Pelayanan, Harga, Loyalitas Pelanggan, MyRepublic.

Penelitian ini dilatarbelakangi oleh tingginya persaingan di industri penyedia layanan internet (ISP) yang menuntut perusahaan untuk fokus dalam mempertahankan loyalitas pelanggan. MyRepublic, sebagai salah satu penyedia layanan internet berbasis *fiber to the home (FTTH)*, perlu terus meningkatkan kualitas produk, pelayanan, dan harga agar mampu bersaing dan mempertahankan pelanggannya di tengah kompetitor lain yang terus tumbuh.

Tujuan dari penelitian ini adalah untuk (1) Menguji pengaruh pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap loyalitas pelanggan *Provider MyRepublic di Kelurahan Banjarmlati Cabang Kediri*. (2) Menguji pengaruh harga terhadap loyalitas pelanggan *Provider MyRepublic di Kelurahan Banjarmlati Cabang Kediri*. (3) pengaruh kualitas produk terhadap loyalitas pelanggan *Provider MyRepublic di Kelurahan Banjarmlati Cabang Kediri*. (4) pengaruh kualitas pelayanan terhadap loyalitas pelanggan *Provider MyRepublic di Kelurahan Banjarmlati Cabang Kediri*.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Teknik pengambilan sampel menggunakan *accidental sampling* dengan jumlah sampel sebanyak 134 responden dari populasi 200 pelanggan. Data dikumpulkan melalui kuesioner, serta dianalisis menggunakan teknik analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa (1) Harga, kualitas produk, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan *Provider MyRepublic di Kelurahan Banjarmlati Cabang Kediri*. (2) Harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan *Provider MyRepublic di Kelurahan Banjarmlati Cabang Kediri*. (3) Kualitas produk memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan *Provider MyRepublic di Kelurahan Banjarmlati Cabang Kediri*. (4) Pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan *Provider MyRepublic di Kelurahan Banjarmlati Cabang Kediri*.

ABSTRACT

This thesis entitled “The Effect of Price, Product Quality, and Service on Customer Loyalty Provider MyRepublic in Banjarmлатi Village Kediri Branch” was written by Fadila Nur Ismawati, Student ID 126405212087, under the supervision of Galih Pradananta, M.Si.

Keywords: Product Quality, Service Quality, Price, Customer Loyalty, MyRepublic.

This research is motivated by the high competition in the internet service provider (ISP) industry which requires companies to focus on maintaining customer loyalty. MyRepublic, as one of the fiber to the home (FTTH) based internet service providers, needs to continue to improve product quality, service, and price in order to compete and retain its customers amid other growing competitors.

The objectives of this study were to (1) Test the effect of price, product quality, and service quality on customer loyalty of Provider MyRepublic in Banjarmлатi Village, Kediri Branch. (2) Test the effect of price on customer loyalty Provider MyRepublic in Banjarmлатi Village, Kediri Branch. (3) the effect of product quality on customer loyalty MyRepublic Provider in Banjarmлатi Village, Kediri Branch. (4) the effect of service quality on customer loyalty Provider MyRepublic in Banjarmлатi Village, Kediri Branch.

The research method used is a quantitative approach with a causal associative research type. The sampling technique used accidental sampling with a sample size of 134 respondents from a population of 200 customers. Data were collected through questionnaires, and analyzed using multiple linear regression analysis techniques.

The results showed that (1) Price, product quality, and service quality have a positive and significant effect on customer loyalty for MyRepublic Provider in Banjarmлатi Village, Kediri Branch. (2) Price has a positive and significant effect on customer loyalty for MyRepublic Provider in Banjarmлатi Village, Kediri Branch. (3) Product quality has a positive and significant influence on customer loyalty for MyRepublic Provider in Banjarmлатi Village, Kediri Branch. (4) Quality have a positive and significant effect on customer loyalty for MyRepublic Provider in Banjarmлатi Village, Kediri Branch.