

INTISARI

Penelitian ini bertujuan untuk menganalisis Pengaruh Persepsi Kualitas Pelayanan, Persepsi Harga, Citra Merek dan Promosi Terhadap Kepuasan dan Loyalitas Pelanggan J&T Express. Subjek dalam penelitian ini adalah pelanggan J&T Express di Kota Yogyakarta yang telah menggunakan jasa pengiriman di J&T Express minimal dua kali dalam 6 bulan terakhir, dalam penelitian ini sampel berjumlah 200 responden yang dipilih dengan metode *purposive sampling*. Alat analisis yang digunakan adalah *Structural Equation Model (SEM)*.

Berdasarkan analisis yang telah dilakukan diperoleh hasil bahwa Persepsi Kualitas Pelayanan berpengaruh secara signifikan terhadap kepuasan pelanggan, persepsi harga berpengaruh signifikan terhadap kepuasan pelanggan, citra merek berpengaruh signifikan terhadap kepuasan pelanggan, promosi berpengaruh signifikan terhadap kepuasan pelanggan, persepsi kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan, promosi berpengaruh signifikan terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan, persepsi kualitas pelayanan memediasi persepsi kualitas pelayanan terhadap loyalitas pelanggan, persepsi harga, kepuasan pelanggan memediasi persepsi harga terhadap loyalitas pelanggan, kepuasan pelanggan tidak mampu memediasi citra merek terhadap loyalitas pelanggan, kepuasan pelanggan memediasi promosi terhadap loyalitas pelanggan.

Kata kunci : Persepsi Kualitas Pelayanan, Persepsi Harga, Citra Merek, Kepuasan, Loyalitas Pelanggan

ABSTRACT

This study aims to analyze the Effect of Service Quality Perception, Price Perception, Brand Image and Promotion on J & T Express Customer Satisfaction and Loyalty. The subjects in this study were J & T Express customers in the city of Yogyakarta who had used shipping services at J & T Express at least twice in the last 6 months, in this study a sample of 200 respondents were selected by purposive sampling method. The analytical tool used is the Structural Equation Model (SEM).

Based on the analysis that has been done the results show that Service Quality Perception has a significant effect on customer satisfaction, price perception has a significant effect on customer satisfaction, brand image has a significant effect on customer satisfaction, promotion has a significant effect on customer satisfaction, perceived service quality has a significant effect on customer loyalty, promotion has a significant effect on customer loyalty, customer satisfaction has a significant effect on customer loyalty, perceptions of service quality mediate perceptions of service quality on customer loyalty, price perception, customer satisfaction mediates price versus customer loyalty, satisfaction customers mediate promotions for customer loyalty.

Keywords: Perception of Service Quality, Price Perception, Brand Image, Satisfaction, Customer Loyalty