

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan dan persepsi kewajaran harga terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi pada pelanggan BRT Trans Jateng rute Purbalingga-Purwokerto. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode survey. Teknik pengambilan sampel menggunakan teknik *purposive sampling* sehingga dapat diketahui jumlah sampel yang sesuai kriteria berjumlah 107 sampel. Analisis data menggunakan metode *Path Analysis*, sedangkan analisis mediasi menggunakan metode Kausal Step. Berdasarkan data yang telah diolah menggunakan *Path Analysis*, hasil penelitian ini menunjukkan bahwa kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan, persepsi kewajaran harga berpengaruh positif terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh positif terhadap loyalitas pelanggan, persepsi kewajaran harga berpengaruh positif terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan. Berdasarkan data yang telah diolah menggunakan *Kausal Step*, hasil penelitian ini menunjukkan bahwa kepuasan pelanggan memediasi hubungan antara kualitas pelayanan terhadap loyalitas pelanggan, dan kepuasan pelanggan memediasi hubungan antara persepsi kewajaran harga terhadap loyalitas pelanggan.

Kata Kunci: Kualitas Pelayanan, Persepsi Kewajaran Harga, Kepuasan Pelanggan, dan Loyalitas Pelanggan



SUMMARY

The purpose of this research is to analyze the effect of service quality and price fairness perception towards customer loyalty with customer satisfaction as the mediation variable of BRT Trans Jateng route Purbalingga-Purwokerto customer. This research uses a quantitative approach using the survey method. Sampling techniques uses purposive sampling technique so that known the amount of sample needed is 107 sample. Data analysis uses the Path Analysis method, while the mediation analysis uses Causal Step method. Based on data that have been processed using Path Analysis, the result of this research show that service quality give positive effect on customer satisfaction, service quality give positive effect on customer loyalty, price fairness perception gives a positive effect on customer loyalty, and customer satisfaction gives a positive effect on customer loyalty. Based on data that processed using Causal Step, the result of this research shows that customer satisfaction mediate the relation between service quality on customer loyalty, and customer satisfaction mediate relation between price fairness perception on customer loyalty.

Keywords: Service Quality, Price Fairness Perception, Customer Satisfaction, and Customer Loyalty

