

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh mediasi keterikatan pada hubungan kausal produk, harga dan partisipasi terhadap loyalitas pada Koperasi Simpan Pinjam. Penelitian ini termasuk jenis penelitian kuantitatif dengan menggunakan metode survey yang dilakukan dengan menyebarkan kuesioner kepada anggota Koperasi Simpan Pinjam diseluruh Indonesia. Penentuan sampel dilakukan dengan menggunakan metode purposive sampling, dengan jumlah 177 anggota. Data yang diperoleh dianalisis secara deskriptif dan menggunakan Structural Equation Model SmartPLS.

Hasil penelitian dan analisis menggunakan SEM Smart PLS menunjukkan bahwa : (1) produk berpengaruh positif terhadap keterikatan. (2) harga berpengaruh negatif terhadap keterikatan. (3) partisipasi berpengaruh positif terhadap keterikatan. (4) Keterikatan berpengaruh positif terhadap loyalitas. (5) Keterikatan mampu memediasi produk dan loyalitas. (6) Keterikatan tidak mampu memediasi harga dan loyalitas.. (7) Keterikatan mampu memediasi partisipasi dan Loyalitas

Guna meningkatkan loyalitas, Koperasi Simpan Pinjam diharapkan dapat meningkatkan keterikatan anggota terlebih dahulu, Sebagai upaya meningkatkan keterikatan, juga terdapat beberapa hal yang perlu diperhatikan yakni kemampuan strategi bauran pemasaran elemen produk dan harga serta partisipasi keanggotaan sebagai upaya meningkatkan keterikatan anggota..

Kata Kunci : Produk, Harga, Partisipasi, Keterikatan, Loyalitas

ABSTRACT

This study aims to analyze the mediating effect of attachment on the causal relationship between product, price, and participation on loyalty in Saving and Loan Cooperatives in Indonesia. This research is a quantitative type of research, using a survey method conducted by distributing questionnaires to members of Saving and Loan Cooperatives in Indonesia. Sample determination was done using purposive sampling method, with a total of 177 cooperatives members. The data obtained were analyzed descriptively and using Structural Equation Modeling (SEM) with SmartPLS.

The results of the research and analysis using SEM Smart PLS show that: (1). Product has a positive effect on attachment .(2)Price has a negative effect on attachment. (3) Participation has a positive effect on attachment. (4) attachment has a positive effect on loyalty. (5) attachment mediates the relationship between product and loyalty. (6) attachment does not mediate the relationship between price and loyalty. (7) attachment mediates the relationship between participation and loyalty.

To increase loyalty, Saving and loan cooperatives are expected to improve their member attachment. As an effort to improve member attachment, there are also things that need to be considered, namely by marketing mix strategies with element of product, pricing, and membership participation, to enhance member attachment.

Keywords: Product, Price, Participation, Attachment, Loyalty