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PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP LOYALITAS KONSUMEN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING PADA TOKO ONLINE LAKUSTORE.NH DI SITUBONDO

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ABSTRACT

Marketing has a role to recognize ²⁸ needs and desires of consumers, and ensure consumers get good service from the company. ²⁹ The purpose of this study was to analyze and test the effect of service quality and price on consumer loyalty through consumer satisfaction. ³⁰ The population in this study were consumers of the Lakustore.NH Online Store in Situbondo. ³¹ The sampling technique in this study used a simple random sampling technique. ³² Data analysis and hypothesis testing in this study used the Partial Least Square - Structural Equation Model (PLS-SEM). ³³ The results of the direct effect hypothesis test using the Smart PLS 3.0 application showed that ³⁴ Service quality had a significant positive effect on Customer satisfaction, ³⁵ Price had a significant positive effect on customer satisfaction, ³⁶ Service quality had a significant positive effect on customer loyalty, ³⁷ Price had a significant positive effect on Customer loyalty, ³⁸ Consumer satisfaction had a significant positive effect on Customer loyalty. ³⁹ The results of the indirect effect hypothesis test showed that the Service quality variable on Consumer loyalty through Customer satisfaction had ⁴⁰ a significant positive effect. ⁴¹ Price on consumer loyalty through Customer

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