The Influence of Price and Product Quality on The Telkomsel Cellular Card Customer Loyalty through Customer Satisfaction

By **Muhammad Rikza Fauzi Syahmi**

Abstract

This research is using a descriptive quantitative study that aims to see and analyze the influence of Price and Product Quality on Telkomsel Cellular Card Customer Loyalty through Customer Satisfaction. This study uses Telkomsel Cellular Card Customers in the South Jakarta Region as a sample. The sample selection technique in this study used a non-probability sampling technique with a simple random sampling technique, namely taking randomly part of the population without regard to other criteria so that part of the population entered the research sample and obtained as many as 100 respondents.. Smart PLS 3.0 Software and Microsoft Office Excel software are used on the Hypothesis testing. The results obtained from the examiners are (1) There is a significant effect of Price on Customer Satisfaction, (2) There is a significant effect of Product Quality on Customer Satisfaction, (3) There is a significant effect of Price on Customer Loyalty through Customer Satisfaction, (4) There is a significant effect of Product Quality on Customer Loyalty through Customer Satisfaction, (5) There is a significant effect of Customer Satisfaction through Customer Loyalty..

Keywords: Price, Product Quality, Customer Loyalty, Customer Satisfaction.

**Pengaruh Harga dan Kualitas Produk Terhadap Loyalitas Pelanggan
Kartu Seluler Telkomsel Melalui Kepuasan Pelanggan**

Oleh Muhammad Rikza Fauzi Syahmi

Abstrak

Penelitian ini adalah penelitian kuantitatif deskriptif yang digunakan untuk menganalisis serta mengetahui seberapa besar pengaruh Harga dan Kualitas Produk terhadap Loyalitas Pelanggan Kartu Seluler Telkomsel melalui Kepuasan Pelanggan. Penelitian ini menggunakan Pelanggan Kartu Seluler Telkomsel di Wilayah Jakarta Selatan sebagai sampel. Teknik pemilihan sampel pada penelitian ini menggunakan Teknik nonprobability sampling dengan Teknik pengambilan simple random sampling yaitu pengambilan secara acak bagian populasi tanpa memperhatikan kriteria lain agar bagian populasi masuk menjadi sampel penelitian dan didapat sebanyak 100 Responden. Pengujian hipotesis yang digunakan yaitu Analisis menggunakan software SmartPLS 3.0 dan Microsoft Office Excel. Hasil yang diperoleh dari pengujian yaitu (1)Terdapat pengaruh signifikan Harga terhadap Kepuasan Pelanggan, (2) Terdapat pengaruh signifikan Kualitas Produk terhadap Kepuasan Pelanggan, (3) Terdapat pengaruh signifikan Harga terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan, (4) Terdapat pengaruh signifikan Harga terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan dan (5) Terdapat pengaruh signifikan Kepuasan Pelanggan terhadap Loyalitas Pelanggan

Kata kunci: Harga, Kualitas Produk, Loyalitas Pelanggan, Kepuasan Pelanggan.