

**PENGARUH KUALITAS PELAYANAN, HARGA, DAN CITRA MEREK
TERHADAP LOYALITAS KONSUMEN
DI ARFA BARBERSHOP MONJALI YOGYAKARTA**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis : (1) pengaruh kualitas pelayanan terhadap loyalitas konsumen Arfa Barbershop Monjali Yogyakarta, (2) pengaruh harga terhadap loyalitas konsumen Arfa Barbershop Monjali Yogyakarta, (3) pengaruh citra merek terhadap loyalitas konsumen Arfa Barbershop Monjali Yogyakarta, (4) pengaruh kualitas pelayanan, harga, dan citra merek secara simultan terhadap loyalitas konsumen Arfa Barbershop Monjali Yogyakarta. Sampel penelitian ini terdiri dari 100 responden berumur 17 tahun yang pernah menggunakan jasa Arfa Barbershop Monjali Yogyakarta minimal 2 kali dalam 4 bulan terakhir. Pengumpulan data dilakukan dengan kuesioner yang disebar 100 terlebih dahulu kemudian diuji validitas dan reliabilitasnya. Setelah lolos dilanjutkan dengan menyebarkan 100 kuesioner untuk uji selanjutnya. Hasil uji asumsi klasik menyatakan bahwa data terdistribusi normal, model regresi tidak mengalami heteroskedastisitas dan multikolinieritas. Hasil penelitian menunjukkan bahwa: (1) Kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas konsumen Arfa Barbershop Monjali Yogyakarta, (2) Harga berpengaruh positif dan signifikan terhadap loyalitas konsumen Arfa Barbershop Monjali Yogyakarta, (3) Citra merek berpengaruh positif dan signifikan terhadap loyalitas konsumen Arfa Barbershop Monjali Yogyakarta, (5) Kualitas pelayanan, harga, dan citra merek secara simultan berpengaruh terhadap loyalitas konsumen Arfa Barbershop Monjali Yogyakarta.

Kata Kunci: Kualitas pelayanan, Harga, Citra merek, Loyalitas konsumen

THE EFFECT OF SERVICE QUALITY, PRICE, AND BRAND IMAGE

THROUGH CUSTOMER LOYALTY

(Arfa Barbershop Monjali Yogyakarta)

ABSTRACT

This study aims to analyze: (1) the effect of service quality on customer loyalty Arfa Barbershop Monjali Yogyakarta, (2) the effect of price on customer loyalty Arfa Barbershop Monjali Yogyakarta, (3) the influence of the brand image on customer loyalty Arfa Barbershop Monjali Yogyakarta, (4) the effect of quality of service, price, and the brand image on customer loyalty Arfa Barbershop Monjali Yogyakarta.

This type of research used in this study was a survey. The sample of this study is 100 respondents aged ranging from 17 years who had used the services Arfa Barbershop Monjali at least 2 times in 4 months. The data were collected using questionnaires for 100 respondents that have been tested for their validity and reliability. In the classical assumption test yielded regression model that did not occur multicollinearity, no heteroscedasticity occurred, and normal distributed research data. The result of the research shows that: (1) Service quality has positive and significant impact on customer loyalty of Arfa Barbershop Monjali, (2) Price has positive and significant influence to customer loyalty of Arfa Barbershop Monjali, (3) Brand image has positive and significant influence to customer loyalty of Arfa Barbershop Monjali, (4) quality of service, price, and the brand image simultaneously influence to customer loyalty Arfa Barbershop Monjali Yogyakarta.

Keywords: Service Quality, Price, Brand image, Customer Loyalty