

**ANALYSIS OF PRICE PERCEPTIONS, PROMOTIONS, PRODUCT DESIGN, AND PRODUCT QUALITY ON CUSTOMER LOYALTY MEDIATED BY PURCHASING DECISIONS AT WOVEN BAG CRAFT UD. GAMPANG JAYA IN KUCUR HAMLET, SIDOMUKTI VILLAGE, LAMONGAN DISTRICT (STRUCTURAL EQUATION MODELING METHOD (SEM) -PARTIAL LEAST SQUARE (PLS))**

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**ABSTRACT**

The current economic development is very rapid so that many emerging new business competition. Appropriate competition requires business people to have their own advantages in order to attract consumers so they can compete in the market. This study discusses the analysis of price, promotion, product design and product quality on customer loyalty mediated by purchasing decisions. The novelty of this study is that there are more variables to study.

Additionally, this type of research is a quantitative approach with a sample of 150 respondents and the method used to analyze it is SEM with the SmartPLS tool version 3.0. The tests used are the outer model test, inner model test, mediation test and hypothesis.

Based on the results of the validity test show that the outer loadings value is more than 0.5 declared valid. On the reliability test the value of composite reliability and Cronbach's alpha above 0.7 is said to be reliable.

It can be concluded that the variable price perception ( $X_1$ ) and product design ( $X_3$ ) have a positive but not significant effect on customer loyalty ( $Y$ ). While promotion ( $X_2$ ) and product quality ( $X_4$ ) have a significant positive effect on customer loyalty ( $Y$ ). In the mediation test of price perception on customer loyalty mediated by purchasing decisions is said to be full mediation, promotion and product quality variable on customer loyalty are mediated by purchasing decisions mediated by partial mediation, product design variables on customer loyalty mediated by purchasing decisions are said to be perfect mediation.

***Keywords : Price Perception, Promotion, Product Design, Product Quality, Customer Loyalty, Purchase Decision, SEM-PLS.***

**ANALISIS PERSEPSI HARGA, PROMOSI, DESAIN PRODUK, DAN  
KUALITAS PRODUK TERHADAP LOYALITAS PELANGGAN  
DIMEDIASI KEPUTUSAN PEMBELIAN PADA UMKM KERAJINAN  
TAS TENUN UD. GAMPANG JAYA DI DUSUN KUCUR DESA  
SIDOMUKTI KECAMATAN LAMONGAN (METODE STRUCTURAL  
EQUATION MODELING (SEM)-PARTIAL LEAST SQUARE (PLS))**

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**RINGKASAN**

Perkembangan ekonomi saat ini sangat pesat sehingga banyak bermunculan persaingan usaha-usaha baru. Persaingan yang tepat menuntut para pelaku bisnis untuk memiliki keunggulan tersendiri agar dapat memikat konsumen sehingga dapat bersaing dipasar. Penelitian ini membahas Analisis Persepsi Harga, Promosi, Desain Produk dan Kualitas Produk terhadap Loyalitas Pelanggan dimediasi Keputusan Pembelian. Kebaruan penelitian ini adalah terdapat variabel yang lebih banyak untuk diteliti.

Jenis penelitian ini adalah pendekatan kuantitatif dengan sampel sebanyak 150 responden dan metode yang digunakan untuk menganalisis yaitu *SEM* dengan alat *SmartPls versi 3.0* uji yang digunakan adalah Uji *Outer Model*, Uji *Inner Model*, Uji Mediasi dan Uji Hipotesis.

Berdasarkan hasil Uji Validitas menunjukkan bahwa nilai *Outer Loadings* lebih dari 0.7 dan nilai AVE lebih dari 0.5 dinyatakan valid. Pada uji Realibilitas nilai *Composite Realibility* dan *Cronbach's Alpha* diatas 0,7 dikatakan reliabel.

Dapat disimpulkan bahwa variabel Persepsi Harga ( $X_1$ ) dan Desain Produk ( $X_3$ ) berpengaruh positif tetapi tidak signifikan terhadap Loyalitas Pelanggan ( $Y$ ). Sedangkan Promosi ( $X_2$ ) dan Kualitas Produk ( $X_4$ ) berpengaruh positif secara signifikan terhadap Loyalitas Pelanggan ( $Y$ ). Dalam Uji Mediasi Persepsi Harga terhadap Loyalitas Pelanggan dimediasi Keputusan Pembelian dikatakan *Full Mediation*, variabel Promosi dan Kualitas Produk terhadap Loyalitas Pelanggan dimediasi Keputusan Pembelian dikatakan *Partial Mediation*, variabel Desain Produk terhadap Loyalitas Pelanggan dimediasi Keputusan Pembelian dikatakan *Perfect Mediation*.

**Kata Kunci :** Persepsi Harga, Promosi, Desain Produk, Kualitas Produk, Loyalitas Pelanggan, Keputusan Pembelian, *SEM-PLS*.