

## RINGKASAN

Indah saroh, Program pascasarjana Fakultas Magister Manajemen, Universitas Islam Lamongan, Lamongan, November 2022. **Pengaruh Harga, Promosi, Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Ekspedisi Anda Express Lamongan.**

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Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh variabel harga, promosi, kualitas pelayanan terhadap loyalitas pelanggan dan apakah ada pengaruh dari variabel pemediasi yaitu kepuasan pelanggan. Peneliti mengajukan beberapa hipotesis sebagai berikut : Hipotesis 1) Diduga terdapat pengaruh harga terhadap kepuasan pelanggan pada Ekspedisi Anda Express Lamongan. Hipotesis 2) Diduga terdapat pengaruh promosi terhadap kepuasan pelanggan pada Ekspedisi Anda Express Lamongan. Hipotesis 3) Diduga terdapat pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada Ekspedisi Anda Express Lamongan. Hipotesis 4) Diduga terdapat pengaruh harga terhadap loyalitas pelanggan pada Ekspedisi Anda Express Lamongan. Hipotesis 5) Diduga terdapat pengaruh promosi terhadap loyalitas pelanggan pada Ekspedisi Anda Express Lamongan. Hipotesis 6) Diduga terdapat pengaruh kualitas pelayanan terhadap loyalitas pelanggan pada Ekspedisi Anda Express Lamongan. Hipotesis 7) Diduga terdapat pengaruh kepuasan pelanggan terhadap loyalitas pelanggan pada Ekspedisi Anda Express Lamongan.

Jenis penelitian yang digunakan pada penelitian ini adalah jenis penelitian kuantitatif, data diolah dan disajikan dalam bentuk grafik, dan SmartPLS digunakan untuk analisis lintasan dengan menggunakan structural equation modeling (SEMPLS). Software SmartPLS digunakan untuk mempermudah pengolahan data, sehingga hasilnya lebih cepat dan akurat.

Hasil pengolahan data dengan model pengukuran (*outer model*), pengujian structural (*inner model*), dan uji signifikansi menggunakan program aplikasi WarpPLS, maka hasilnya diperoleh sebagai berikut : Harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan Ekspedisi Anda Express. Promosi tidak berpengaruh positif dan signifikan terhadap kepuasan pelanggan Ekspedisi Anda Express Lamongan. Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan Ekspedisi Anda Express Lamongan. Harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan Ekspedisi Anda Express Lamongan. Promosi berpengaruh positif dan signifikan terhadap loyalitas pelanggan Ekspedisi Anda Express Lamongan. Kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan Ekspedisi Anda Express Lamongan. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan Ekspedisi Anda Express Lamongan.

Kata kunci : harga, promosi, kualitas pelayanan, loyalitas pelanggan, kepuasan pelanggan.

## ABSTRACT

Indah Saroh, Postgraduate Program of the Faculty of Masters of Management, Lamongan Islamic University, Lamongan, November 2022. **The Influence of Price, Promotion, and Service Quality on Customer Loyalty Mediated by Customer Satisfaction on Your Expedition Express Lamongan.**

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This study aims to find out how the influence of price, promotion, service quality variables on customer loyalty and whether there is influence from the mediating variable, namely customer satisfaction. Researchers put forward several hypotheses as follows: Hypothesis 1) It is suspected that there is an effect of price on customer satisfaction at Anda Express Lamongan Expedition. Hypothesis 2) It is suspected that there is an effect of promotion on customer satisfaction at Anda Express Lamongan Expedition. Hypothesis 3) It is suspected that there is an influence of service quality on customer satisfaction at Anda Express Lamongan Expedition. Hypothesis 4) It is suspected that there is an effect of price on customer loyalty on your Expedition Express Lamongan. Hypothesis 5) It is suspected that there is an effect of promotion on customer loyalty on your Expedition Express Lamongan. Hypothesis 6) It is suspected that there is an effect of service quality on customer loyalty on your Expedisi Anda Express Lamongan. Hypothesis 7) It is suspected that there is an effect of customer satisfaction on customer loyalty on your Expedition Express Lamongan.

The type of research used in this research is quantitative research, the data is processed and presented in graphical form, and SmartPLS is used for path analysis using structural equation modeling (SEMPLS). SmartPLS software is used to simplify data processing, so the results are faster and more accurate.

The results of data processing with the measurement model (outer model), structural testing (inner model), and significance test using the WarpPLS application program, the results are as follows: Price has a positive and significant effect on customer satisfaction on your Ekspedisi Anda Express. Promotions have no positive and significant effect on customer satisfaction on your Expedition Express Lamongan customers. Service quality has a positive and significant effect on customer satisfaction on your Expedition Express Lamongan customer. Price has a positive and significant effect on your Ekspedisi Anda Express Lamongan customer loyalty. Promotion has a positive and significant effect on customer loyalty on your Ekspedisi Anda Express Lamongan customer. Service quality has a positive and significant effect on customer loyalty on your Ekspedisi Anda Express Lamongan customer. Customer satisfaction has a positive and significant effect on customer loyalty on your Ekspedisi Anda Express Lamongan customer.

*Keywords: price, promotion, service quality, customer loyalty, customer satisfaction.*