

## ABSTRAK

Ismawati. 2021. Skripsi “**Pengaruh Harga Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada PT. Campina Ice Cream Industry Kabupaten Probolinggo**”. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilakukan pada PT. Campina Ice Cream Industry Kabupaten Probolinggo dengan tujuan penelitian yang hendak dicapai adalah (1) Untuk mengetahui pengaruh signifikan harga dan kualitas pelayanan terhadap loyalitas pelanggan secara simultan pada PT. Campina Ice Cream Industry Kabupaten Probolinggo (2) Untuk mengetahui pengaruh signifikan harga dan kualitas pelayanan terhadap loyalitas pelanggan secara parsial pada PT. Campina Ice Cream Industry Kabupaten Probolinggo (3) Untuk mengetahui diantara variabel harga dan kualitas pelayanan yang berpengaruh dominan terhadap loyalitas pelanggan pada PT. Campina Ice Cream Industry Kabupaten Probolinggo.

Populasi dalam penelitian ini adalah pelanggan PT. Campina Ice Cream Industry Kabupaten Probolinggo dengan jumlah pelanggan 110 orang, dan sampel yang diambil adalah sebanyak 52 orang, dengan teknik pengambilan sampelnya yaitu *Sampling Insidental*. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif kuantitatif dengan pendekatan asosiatif, variabel yang digunakan meliputi harga, kualitas pelayanan, dan loyalitas pelanggan. Metode analisis data dari hasil penelitian ini yaitu metode deskriptif kuantitatif dengan menggunakan statistik berupa uji instrumen, uji asumsi klasik, analisis regresi berganda, koefisien determinasi dan pengujian hipotesis.

Berdasarkan hasil penelitian yang telah dilakukan, diperoleh nilai hasil uji hipotesis simultan  $F_{\text{hitung}}$  sebesar  $39,523 > F_{\text{tabel}} 3,19$  dengan nilai signifikansi ( $Sig.$ ) sebesar  $0,000^b < 0,05$  (5%) maka  $H_0$  ditolak dan  $H_a$  diterima, artinya terdapat pengaruh signifikan antara harga dan kualitas pelayanan terhadap loyalitas pelanggan secara simultan atau bersama-sama. Hasil uji hipotesis parsial variabel harga ( $X_1$ ) diperoleh nilai  $t_{\text{hitung}}$  sebesar 3,467 dengan tingkat signifikansi 0,001. Sehingga  $t_{\text{hitung}} (3,467) > t_{\text{tabel}} (2,009)$  dengan nilai  $Sig. 0,001 < 0,05$  maka  $H_0$  ditolak dan  $H_a$  diterima, artinya terdapat pengaruh signifikan harga terhadap loyalitas pelanggan secara parsial. Pada variabel kualitas pelayanan ( $X_2$ ) memiliki nilai  $t_{\text{hitung}}$  sebesar 4,115 dengan tingkat signifikansi 0,000. Sehingga  $t_{\text{hitung}} (4,115) > t_{\text{tabel}} (2,009)$  dengan nilai  $Sig. 0,000 < 0,05$  maka  $H_0$  ditolak dan  $H_a$  diterima, artinya terdapat pengaruh signifikan kualitas pelayanan terhadap loyalitas pelanggan secara parsial. Hasil uji hipotesis dominan menunjukkan variabel kualitas pelayanan ( $X_2$ ) yang berpengaruh dominan terhadap loyalitas pelanggan.

**Kata Kunci : Harga, Kualitas Pelayanan, dan Loyalitas Pelanggan**

## **ABSTRACT**

*Ismawati. 2021. Thesis "The Effect of Price and Service Quality on Customer Loyalty at PT. Campina Ice Cream Industry, Probolinggo Regency ". Management Study Program, Faculty of Economics, Panca Marga University, Probolinggo.*

*This research was conducted at PT. Campina Ice Cream Industry Probolinggo Regency with the research objectives to be achieved are (1) To determine the significant effect of price and service quality on customer loyalty simultaneously at PT. Campina Ice Cream Industry Probolinggo Regency (2) To determine the significant effect of price and service quality on customer loyalty partially at PT. Campina Ice Cream Industry Probolinggo Regency (3). To find out between the price and service quality variables that have a dominant effect on customer loyalty at PT. Campina Ice Cream Industry, Probolinggo Regency.*

*The population in this study were customers of PT. Campina Ice Cream Industry Probolinggo Regency with 110 customers, and the sample taken is 52 people, with the sampling technique is incidental sampling. This type of research used in this research is quantitative descriptive research with an associative approach, the variables used include price, service quality, and customer loyalty. The method of data analysis from the results of this research is descriptive quantitative method using statistics in the form of instrument tests, classical assumption tests, multiple regression analysis, coefficient of determination and hypothesis testing.*

*Based on the results of the research that has been done, the simultaneous hypothesis test results obtained by F count of  $39.523 > F$  table 3.19 with a significance value (Sig.) Of  $0.000 b < 0.05$  (5%) so  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is The significant influence between price and service quality on customer loyalty simultaneously or together. The results of the partial hypothesis test of the price variable ( $X_1$ ) obtained the t value of 3.467 with a significance level of 0.001. So that  $t$  count (3.467)  $> t$  table (2.009) with the value of Sig.  $0.001 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a significant effect of price on customer loyalty partially. The service quality variable ( $X_2$ ) has a t value of 4.115 with a significance level of 0.000. So that  $t$  count (4.115)  $> t$  table (2.009) with the value of Sig.  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a significant effect of service quality on customer loyalty partially. The result of the dominant hypothesis test shows that the service quality variable ( $X_2$ ) has a dominant effect on customer loyalty.*

**Keywords:** *Price, Service Quality, and Customer Loyalty*