

**THE EFFECT OF SERVICE QUALITY, PRICE. AND LOYALTY TO
CUSTOMER SATISFACTION AT PT.INFINITINDO LOGISTIC
MEDAN**

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ABSTRACT

The objective of this research was conducted at PT. Infinitindo Logistic Medan, this study aimed to test and analyze the effect of service quality, price, and loyalty to improve customer satisfaction. The research method was a quantitative approach, this type of research was descriptive quantitative. Sample test used the Slovin formula obtained 97 customers, and the validity and reliability test of 30 customers. The sampling technique was using random sampling. The data was collected by interview, questionnaires, and documentation. The data was analyzed by means of multiple linear regression method. The results on the hypothesis partially below the count t value $10.669 \geq t_{table} 1.290$ and the significant value was $0.000 \leq 0.10$ while the count t value $3.416 \geq t_{table} 1.290$ and the significant value $0.001 \leq 0.10$, count t value $2.358 \geq t_{table} 1.290$ and the significant value of $0.005 \leq 0.10$ count $F_{value} 59.069 \geq F_{table} 2.70$ with a significant level $0.000 \leq 0.10$. Service quality, price, and loyalty partially and simultaneously had a positive and significant effect on customer satisfaction at Pt. Infinitindo Logistik Medan. The amount of coefficient determination can be seen from the adjusted Rsquare value of 0.645, means that 64.5% customer satisfaction can be explained by the independent variables of service quality, price, and loyalty, while the remaining 35,5% is explained by other variables beyond this study.

Keywords: Service Quality, Price, and Loyalty to Customer satisfaction

**PENGARUH KUALITAS PELAYANAN, HARGA, DAN LOYALITAS
TERHADAP KEPUASAN PELANGGAN PADA PT.INFINITINDO
LOGISTIK MEDAN**

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ABSTRAK

ABSTRAK : Obyek pengkajian ini dilakukan di PT. Infinitindo Logistik Medan, tujuannya sebagai pengujian serta menganalisis apakah terdapat yang memengaruhi mutu dan hal lainnya dalam meningkatkan kepuasannya. Metode dipakai yaitu kuantitatif. Untuk uji sampel menggunakan rumus Slovin diperoleh sebanyak 97 pelanggan, dan uji validitas dan reliabilitas 30 pelanggan. Tekniknya menggunakan sampel random sampling. Metode pengumpulannya wawancara, kuesioner ataupun dokumentasi. Analisa data yang dipergunakan yaitu regresi linear berganda. Hasilnya, $t_{hitung} 10,669 \geq t_{tabel} 1,290$ serta nilai signifikan $0,000 \leq 0,10$ sedangkan nilai $t_{hitung} 3,416 \geq t_{tabel} 1,290$ serta penilaian sig $0,001 \leq 0,10$ nilai $t_{hitung} 2,358 \geq t_{tabel} 1,290$ dan nilai sig $0,005 \leq 0,10$ nilai $F_{hitung} 59.069 \geq F_{tabel} 2,70$ dengan tingkat sig $0,000 \leq 0,10$. Kualitas pelayanan ataupun variabel lainnya memengaruhi baik serta jelas pada kepuasan pelanggan, dapat dilihat dari nilai adjusted Rsquare 0,645 hal ini berarti 64,5% bahwasanya hal tersebut mampu dipaparkan dengan variabel yang ada hingga 35,5% pemaparan dari pengkajian tersebut.

Kata kunci : Kualitas Pelayanan, Harga, dan Loyalitas, Kepuasan pelanggan