

**PENGARUH HARGA DAN PELAYANAN TERHADAP LOYALITAS
KONSUMEN MELALUI KEPUASAN KONSUMEN SEBAGAI VARIABEL
MODERASI PADA PT. GLOBAL HEALTH SCREENING CENTRE**

ABSTRAK

Penelitian ini diadakan di PT. Global Health Screening Centre yang merupakan yang bergerak di bidang jasa pelayanan kesehatan (laboratorium). Penelitian ini dilakukan untuk menguji dan menganalisis pengaruh harga dan pelayanan terhadap loyalitas konsumen melalui kepuasan konsumen sebagai variabel moderasi pada PT. Global Health Screening Centre. Penelitian ini menggunakan pendekatan kuantitatif dan sifat penelitian *explanatory*. Populasi penelitian ini adalah pelanggan PT. Global Health Screening Centre. Teknik penentuan sampel pada penelitian ini akan menggunakan teknik sampling aksidental ditetapkan sebanyak 40 orang pelanggan yang dijumpai pada kurun waktu dua bulan. Metode analisis data yang digunakan adalah structural equation modeling. Hasil penelitian menunjukkan harga dan kualitas pelayanan berpengaruh signifikan terhadap loyalitas konsumen, kepuasan konsumen tidak berpengaruh terhadap loyalitas konsumen, harga dan pelayanan tidak berpengaruh terhadap loyalitas konsumen melalui kepuasan konsumen sebagai variabel moderasi.

Kata Kunci : *Harga, Kualitas Pelayanan, Loyalitas Konsumen, Kepuasan Konsumen.*

**THE EFFECT OF PRICE AND SERVICE ON CONSUMER LOYALTY
THROUGH CONSUMER SATISFACTION AS A MODERATION
VARIABLE IN PT. GLOBAL HEALTH SCREENING CENTER**

ABSTRACT

This research was held at PT. Global Health Screening Center which is engaged in the field of health services (laboratory). This study was conducted to examine and analyze the effect of price and service on consumer loyalty through customer satisfaction as a moderating variable at PT. Global Health Screening Centre. This study uses a quantitative approach and the nature of explanatory research. The population of this research is the customers of PT. Global Health Screening Centre. The sampling technique in this study will use the accidental sampling technique, which is set as many as 40 customers who are found in a period of two months. The data analysis method used is structural equation modeling. The results showed that price and service quality had a significant effect on consumer loyalty, consumer satisfaction had no effect on consumer loyalty, price and service had no effect on consumer loyalty through customer satisfaction as a moderating variable.

Keywords : Price, Service, Loyalty, Customer Satisfaction.