

PENGARUH HARGA DAN KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PADA PT. INTEGRASI AVIASI SOLUSI PALEMBANG

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan kualitas layanan terhadap loyalitas pelanggan melalui kepuasan pelanggan pada PT Integrasi Aviasi Solusi Palembang. Persaingan yang semakin ketat dalam industri logistik dan kargo udara menuntut perusahaan untuk mampu mempertahankan pelanggan melalui penetapan harga yang sesuai serta peningkatan kualitas layanan. Loyalitas pelanggan menjadi faktor penting bagi keberlangsungan perusahaan karena berkaitan dengan penggunaan layanan secara berulang dan rekomendasi kepada pelanggan lain. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada 200 pelanggan PT Integrasi Aviasi Solusi Palembang yang pernah menggunakan jasa perusahaan. Teknik analisis data yang digunakan adalah *Structural Equation Modeling–Partial Least Square (SEM-PLS)* dengan bantuan aplikasi *SmartPLS*. Hasil penelitian menunjukkan bahwa harga dan kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, harga, kualitas layanan, dan kepuasan pelanggan juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan terbukti mampu memediasi pengaruh harga dan kualitas layanan terhadap loyalitas pelanggan secara parsial. Temuan ini menunjukkan bahwa peningkatan kualitas layanan dan penetapan harga yang sesuai dapat meningkatkan kepuasan pelanggan sehingga mendorong terbentuknya loyalitas pelanggan pada PT Integrasi Aviasi Solusi Palembang.

Kata Kunci: Harga, Kualitas Layanan, Kepuasan Pelanggan, Loyalitas Pelanggan, *SEM-PLS*.

THE INFLUENCE OF PRICE AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT PT INTEGRASI AVIASI SOLUSI PALEMBANG

Abstract

This study aims to analyze the influence of price and service quality on customer loyalty through customer satisfaction at PT Integrasi Aviasi Solusi Palembang. Increasing competition in the logistics and air cargo industry requires companies to maintain customer loyalty through appropriate pricing strategies and improved service quality. Customer loyalty is an important factor for business sustainability because it is closely related to repeat purchases and customers' willingness to recommend the company's services to others. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 200 customers of PT Integrasi Aviasi Solusi Palembang who had previously used the company's services. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. The results indicate that price and service quality have a positive and significant effect on customer satisfaction. Furthermore, price, service quality, and customer satisfaction also have a positive and significant effect on customer loyalty. Customer satisfaction was proven to partially mediate the relationship between price and customer loyalty, as well as between service quality and customer loyalty. These findings suggest that improving service quality and implementing appropriate pricing strategies can enhance customer satisfaction, which in turn strengthens customer loyalty at PT Integrasi Aviasi Solusi Palembang.

Keywords: Price, Service Quality, Customer Satisfaction, Customer Loyalty, SEM-PLS.