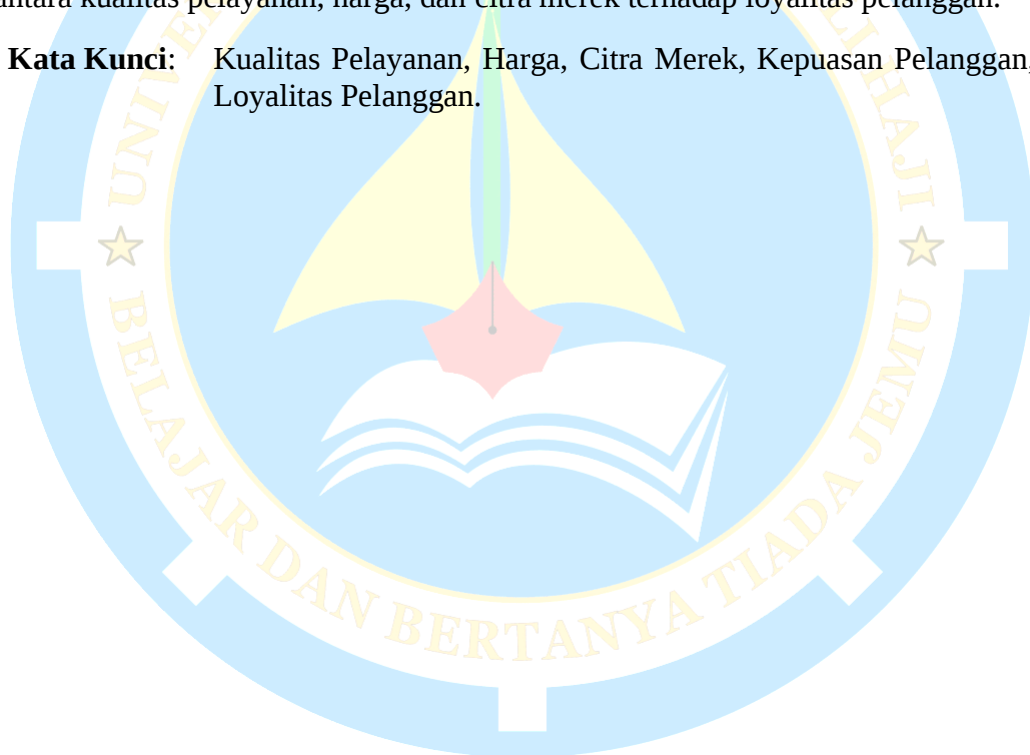


ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah Kualitas Pelayanan, Harga dan Citra Merek mempunyai pengaruh terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan Pada Pengguna Jasa Transportasi Online Maxim di Kota Tanjungpinang. Populasi yang digunakan adalah seluruh pelanggan yang pernah menggunakan Maxim di Kota Tanjungpinang. Penelitian ini menggunakan sampel sebanyak 96 responden, yang diambil menggunakan metode *non-probability* sampling jenis *purposive sampling*, dengan kriteria responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa kualitas pelayanan, harga, dan citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Secara langsung, kualitas pelayanan, harga, dan citra merek juga memiliki pengaruh signifikan terhadap loyalitas pelanggan. Selain itu, kepuasan pelanggan terbukti mampu memediasi hubungan antara kualitas pelayanan, harga, dan citra merek terhadap loyalitas pelanggan.

Kata Kunci: Kualitas Pelayanan, Harga, Citra Merek, Kepuasan Pelanggan, Loyalitas Pelanggan.



ABSTRACT

This study aims to determine whether Service Quality, Price, and Brand Image influence Customer Loyalty through Customer Satisfaction among users of Maxim online transportation services in Tanjungpinang City. The population for this research includes all customers who have used Maxim in Tanjungpinang City. A sample of 96 respondents was selected using a non-probability sampling method, specifically purposive sampling. Data was collected through questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS 4.0. The results indicate that service quality, price, and brand image have a positive and significant effect on customer satisfaction. Directly, service quality, price, and brand image also significantly influence customer loyalty. Furthermore, customer satisfaction is proven to mediate the relationship between service quality, price, and brand image and customer loyalty.

Keywords: Service Quality, Price, Brand Image, Customer Satisfaction, Customer Loyalty.

