

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *people*, harga terhadap kepuasan pelanggan serta dampaknya pada green loyalitas pelanggan dengan survey pelanggan AHASS Munjul Motor. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dimana data penelitian yang digunakan dikumpulkan melalui penyebaran kuesioner dengan total sampel 100 responden. Instrumen penelitian diuji dengan uji validitas dan uji reliabilitas. Metode analisis data yang digunakan adalah path analysis, korelasi berganda serta koefisien determinasi. Hasil penelitian menunjukkan bahwa masing-masing variabel mendapatkan skor rata-rata dengan kategori kurang baik. Terdapat pengaruh positif dan signifikan antara *people* dan harga terhadap kepuasan pelanggan yang berdampak pada loyalitas pelanggan secara simultan maupun parsial.

Kata Kunci : *People*, Harga, Kepuasan Pelanggan dan Loyalitas Pelanggan

ABSTRACT

This study aims to determine how much influence people, price have on customer satisfaction and its impact on green customer loyalty with a survey of AHASS Munjul Motor customers. The research method used is a descriptive and verification method where the research data used was collected through the distribution of questionnaires with a total sample of 100 respondents. The research instrument was tested with validity and reliability tests. The data analysis method used is path analysis, multiple correlation and coefficient of determination. The results of the study showed that each variable got an average score with a less good category. There is a positive and significant influence between people and price on customer satisfaction which has an impact on customer loyalty simultaneously and partially.

Keywords : people, price, customer satisfaction and customer loyalty