

ABSTRACT

The phenomenon of Burjo Bunda 2 Semarang has experienced a decline in Burjo Bunda 2 consumers in the period July 2021-June 2022 experiencing ups and downs in sales every month, even in March it was recorded that Burjo Bunda 2 experienced the lowest sales. Apart from that, from the sampling interviews with the owner and several consumers, there are still many complaints and problems being faced. These results indicate that there are problems in terms of customer loyalty from Burjo Bunda 2, where customers perceive that Burjo Bunda 2 is less able to satisfy customers. Based on this background, it is suspected that the factors influencing the decrease in customer satisfaction and customer loyalty are perceptions of price, product quality, and service quality. This study aims to analyze the effect of perceptions of price, product quality, and service quality on customer satisfaction and their effect on customer loyalty.

The population used in this study were all consumers of Burjo Bunda 2 Semarang. The sampling technique used is purposive sampling. The samples taken were 186 Burjo Bunda 2 consumers who had visited at least once. The data collection method in this study used a distributed questionnaire. The data analysis method uses structural equation modeling.

Perceptions of Price, Product Quality, and Service Quality have an effect on customer satisfaction. Customer satisfaction has a positive effect on customer loyalty. The strongest path that can affect customer satisfaction at Burjo Bunda 2 Semarang is the service quality variable that has an impact on customer loyalty at Burjo Bunda 2 Semarang.

Keyword : perceptions of price, product quality, service quality, customer satisfaction, customer loyalty