

**PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP  
LOYALITAS PELANGGAN DENGAN KEPUASAN PELANGGAN  
SEBAGAI VARIABEL INTERVENING PADA KURNIA INDAH TRAVEL  
DI KOTA PADANG**

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**ABSTRAK**

Penelitian ini menguji hubungan antara pengaruh variabel kualitas layanan dan harga terhadap loyalitas pelanggan dan kepuasan pelanggan sebagai variabel intervening. Penelitian ini didasarkan pada investigasi empiris Travel Kurnia Indah. Data primer dikumpulkan dari survei terhadap 139 kuesioner yang didistribusikan di Travel Kurnia Indah, yang digunakan sebagai sampel.

Berdasarkan hasil penelitian dapat disimpulkan bahwa kualitas layanan memiliki pengaruh signifikan terhadap loyalitas pelanggan Kurnia Indah Travel di kota Padang. Harga berpengaruh signifikan terhadap loyalitas pelanggan Kurnia Indah Travel di kota Padang. Kualitas layanan berpengaruh signifikan terhadap kepuasan pelanggan di Kurnia Indah Travel di kota Padang. Harga tidak memiliki pengaruh signifikan terhadap kepuasan pelanggan di Kurnia Indah Travel di kota Padang. Kepuasan pelanggan tidak berpengaruh signifikan terhadap loyalitas pelanggan di Kurnia Indah Travel di kota Padang. Kualitas layanan tidak memiliki pengaruh yang signifikan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening di Kurnia Indah Travel di kota Padang. Harga tidak memiliki pengaruh yang signifikan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening di Kurnia Indah Travel di kota Padang. Dan variabel kualitas layanan memiliki pengaruh paling dominan terhadap kepuasan pelanggan, hal ini ditunjukkan oleh nilai t-statistik tertinggi dan nilai P lebih rendah dari enam variabel.

**Kata kunci:**

Kualitas Layanan, Harga, Loyalitas Pelanggan Kurnia Indah Travel, Kepuasan Pelanggan Kurnia Indah Travel

**THE EFFECT OF SERVICE QUALITY AND PRICE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLES IN KURNIA INDAH TRAVEL THE PADANG CITY**

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**ABSTRACT**

This study examines the relationship between the effect of service quality variables and prices on customer loyalty and customer satisfaction as intervening variables. This research was based on the Kurnia Indah Travel empirical investigation. Primary data was collected from a survey of 139 questionnaires distributed on Kurnia Indah Travel, used as a sample.

Based on the results of the study it can be concluded that service quality has a significant effect on customer loyalty of Kurnia Indah Travel in the city of Padang. Price has a significant effect on customer loyalty of Kurnia Indah Travel in the city of Padang. Service quality has a significant effect on customer satisfaction at Kurnia Indah Travel in the city of Padang. Price does not have a significant effect on customer satisfaction at Kurnia Indah Travel in the city of Padang. Customer satisfaction has no significant effect on customer loyalty in Kurnia Indah Travel in the city of Padang. Service quality does not have a significant effect on customer loyalty with customer satisfaction as an intervening variable in Kurnia Indah Travel in the city of Padang. Price does not have a significant effect on customer loyalty with customer satisfaction as an intervening variable in Kurnia Indah Travel in the city of Padang. And service quality variables have the most dominant influence on customer satisfaction, this is indicated by the highest t-statistic value and P values are lower than six variables.

**Keywords:**

Service Quality, Price, Kurnia Indah Travel Customer Loyalty, Kurnia Indah Travel's Customer Satisfaction