



Peran Moderasi Kepuasan Konsumen dalam Hubungan Kualitas Produk dan Kualitas Pelayanan terhadap Loyalitas Konsumen pada Klinik Kecantikan Aurellyn Pekanbaru

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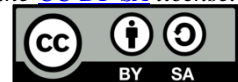
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ABSTRACT

This study aims to investigate and explain theoretically and empirically the role of consumer satisfaction moderation in the relationship between product quality and service quality to consumer loyalty at Aurellyn Beauty Clinic Pekanbaru. The location of this research was carried out at the Aurellyn Beauty Clinic Pekanbaru with a research time of December 2024 to January 2025. The sample uses the total sampling technique. So that the sample used in this study amounted to 164 respondents. The data analysis of this study was processed using SmartPLS software v.4.0.8.7 to analyze the data and determine the relationship between constructs. The results of this study show that product quality has a positive and significant effect on consumer loyalty based on the tcal value = 5,520 > critical = 1.96 with the result of the P Value of 0.000 < 0.05, it can be concluded that this hypothesis is accepted. The magnitude of the influence of job satisfaction on turnover intention is 0.703 or 70.3%. Service quality has a positive and significant effect on consumer loyalty based on the t-value = 3,588 > tcritical = 1.96 with the result of the P Value of 0.000 < 0.05, it can be concluded that this hypothesis is accepted. The magnitude of the influence of service quality on consumer loyalty is 0.742 or 74.2%. Product quality moderated by consumer satisfaction has a positive and significant effect on consumer loyalty based on the tcount value = 2,088 > critical = 1.96 with the result of a P Value of 0.000 < 0.05, it can be concluded that this hypothesis is accepted. The magnitude of the role of moderation of consumer satisfaction in the relationship between product quality and consumer loyalty is 0.742 or 74.2%. The quality of service moderated by consumer satisfaction has a positive and significant effect on consumer loyalty based on the tcal value = 2,006 > critical = 1.96 with the results of the P Value of 0.031 < 0.05, it can be concluded that this hypothesis is accepted. The magnitude of the influence of service quality on consumer loyalty is 0.795 or 79.5%.

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ABSTRAK

Penelitian ini bertujuan untuk menyelidiki dan menjelaskan secara teoritis dan empiris mengenai peran moderasi kepuasan konsumen dalam hubungan kualitas produk dan kualitas pelayanan terhadap loyalitas konsumen pada Klinik Kecantikan Aurellyn Pekanbaru. Lokasi penelitian ini dilakukan pada Klinik Kecantikan Aurellyn Pekanbaru dengan waktu penelitian Desember 2024 s/d Januari 2025. Adapun sampel menggunakan teknik *total sampling*. Sehingga sampel yang digunakan dalam penelitian ini berjumlah 164 responden. Analisa data penelitian ini diolah dengan menggunakan software SmartPLS v.4.0.8.7 untuk menganalisis data dan mengetahui hubungan antar konstruk. Hasil penelitian ini menunjukkan bahwa

kualitas produk berpengaruh positif dan signifikan terhadap loyalitas konsumen berdasarkan nilai $t_{hitung} = 5.520 > t_{kritis} = 1,96$ dengan hasil nilai P Value yakni $0,000 < 0,05$ maka dapat disimpulkan bahwa hipotesis ini diterima. Adapun besarnya pengaruh kepuasan kerja terhadap *turnover intention* yakni sebesar 0,703 atau 70,3%. Kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas konsumen berdasarkan nilai $t_{hitung} = 3.588 > t_{kritis} = 1,96$ dengan hasil nilai P Value yakni $0,000 < 0,05$ maka dapat disimpulkan bahwa hipotesis ini diterima Adapun besarnya pengaruh kualitas pelayanan terhadap loyalitas konsumen yakni sebesar 0,742 atau 74,2%. Kualitas produk dimoderasi oleh kepuasan konsumen berpengaruh positif dan signifikan terhadap loyalitas konsumen berdasarkan nilai $t_{hitung} = 2.088 > t_{kritis} = 1,96$ dengan hasil nilai P Value yakni $0,000 < 0,05$ maka dapat disimpulkan bahwa hipotesis ini diterima. Adapun besarnya peran moderasi kepuasan konsumen dalam hubungan kualitas produk terhadap loyalitas konsumen sebesar 0,742 atau 74,2%. Adapun kualitas pelayanan dimoderasi oleh kepuasan konsumen berpengaruh positif dan signifikan terhadap loyalitas konsumen berdasarkan nilai $t_{hitung} = 2.006 > t_{kritis} = 1,96$ dengan hasil nilai P Value yakni $0,031 < 0,05$ maka dapat disimpulkan bahwa hipotesis ini diterima. Adapun besarnya pengaruh kualitas pelayanan terhadap loyalitas konsumen yakni sebesar 0,795 atau 79,5%.

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