

## ABSTRAK

Tujuan dalam penelitian ini adalah menguji pengaruh *perceived price fairness*, *product quality* dan *service quality* terhadap loyalitas pelanggan dengan mediasi kepuasan pelanggan di PT. XYZ dimana PT. XYZ bergerak sebagai distributor besi dan baja. Analisa hasil penelitian ini dilakukan dengan pendekatan *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa kewajaran harga yang dipersepsikan memiliki pengaruh yang signifikan terhadap kepuasan dan loyalitas pelanggan. Sedangkan variabel kualitas produk dan kualitas layanan tidak memiliki dampak yang signifikan terhadap loyalitas pelanggan. Keterbatasan dalam penelitian ini adalah jumlah sampel yang terbatas.

**Kata Kunci:** Kewajaran Harga yang Dipersepsikan, Kualitas Produk, Kualitas Layanan, Kepuasan Pelanggan, Loyalitas Pelanggan

***ABSTRACT***

The purpose of this study is to examine the effects *perceived price fairness*, *product quality* and *service quality* on customer loyalty with mediation customer loyalty at PT. XYZ which is PT. XYZ as distributor iron and steel. Analysis of this study was conducted using *Structural Equation Model (SEM)* based on *Partial Least Square (PLS)*. The results showed that perceived price fairness has significant correlations with customer satisfaction and loyalty. On the contrary, variable of products quality and service quality do not have a significant impact on customer loyalty. A limitation in this study is the limited number of samples.

**Keyword** : Reasonable Perceived Price Fairness, Products Quality, Service Quality, Customer Satisfaction, Customer Loyalty.