

**ANALISIS PENGARUH KUALITAS PELAYANAN DAN HARGA
TERHADAP LOYALITAS KONSUMEN (STUDI KASUS PADA CITRA
MEDIA INTERNET CAFÉ SEMARANG)**

Penyusun : D2D305138_YUNANTRI ARSSY ERNINGTIAS.

ABSTRACT

Citramedia Internet café that is one of biggest warnet in Semarang. From perception result, card registrant member in Citramedia Internet Café in year 2007 experiencing degradation. Therefore organizer party require to evaluate again to service attribute which during the time become excellence of Citramedia Internet Café which among others are price and quality service

This thesis purposes to know how big influence of service quality and price to consumer loyalty in using internet service. Research type which used is explanatory research which describe causality among accurate variable through hypothesizing examination. Sampel from this research is internet service user who have member card in Citramedia as much 87 people. Data processed by using SPSS. Validity which used is product moment correlation. Reliability in this research used alpha (α) coefficient. Data analysis which conducted qualitative and quantitative by using doubled and simple regresi analysis. Statistic use t test and f test

Keywords : Service Quality, Price, Loyalty