

## **Pengaruh Harga, Kualitas Pelayanan, dan Kualitas Produk Terhadap Loyalitas Pelanggan PT Mori Raya di Sangatta**

### *The Effect of Price, Service Quality, and Product Quality on Customer Loyalty of PT Mori Raya in Sangatta*

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#### **ABSTRAK**

#### **Histori Artikel:**

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Pendahuluan/Tujuan Utama: Penelitian ini meneliti tentang pengaruh harga, kualitas pelayanan, dan kualitas produk terhadap loyalitas pelanggan PT Mori Raya di Sangatta. Tujuan dari penelitian ini adalah untuk mengetahui apakah terdapat pengaruh secara parsial maupun simultan antara harga, kualitas pelayanan, dan kualitas produk terhadap loyalitas pelanggan PT Mori Raya di Sangatta. Metode yang digunakan : Teknik pengumpulan data menggunakan angket atau kuesioner. Sampel yang digunakan adalah 93 responden. Teknik analisis data berupa analisis regresi linear berganda. Hasil Penelitian : Hasil analisis menunjukkan bahwa secara parsial harga dan kualitas produk tidak berpengaruh terhadap loyalitas pelanggan, sedangkan secara parsial menunjukkan bahwa kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan, kemudian secara simultan menunjukkan bahwa harga, kualitas pelayanan, dan kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan.

**Kata Kunci:** Harga, Kualitas Pelayanan, Kualitas Produk, Loyalitas Pelanggan

#### **ABSTRACT**

*Introduction/Main Objective: This study examines the effect of price, service quality, and product quality on customer loyalty of PT Mori Raya in Sangatta. The purpose of this study is to determine whether there is a partial or simultaneous influence between price, service quality, and product quality on customer loyalty of PT Mori Raya in Sangatta. Method used: Data collection techniques using questionnaires or questionnaires. The sample used was 93 respondents. Data analysis techniques in the form of multiple linear regression analysis. Research Results: The results of the analysis show that partially the price and quality of the product do not affect customer loyalty, while partially showing that the quality of service has a significant effect on customer loyalty, then simultaneously shows that price, service quality, and product quality have a significant effect on customer loyalty.*

**Keywords:** Price, Service Quality, Product Quality, Customer Loyalty

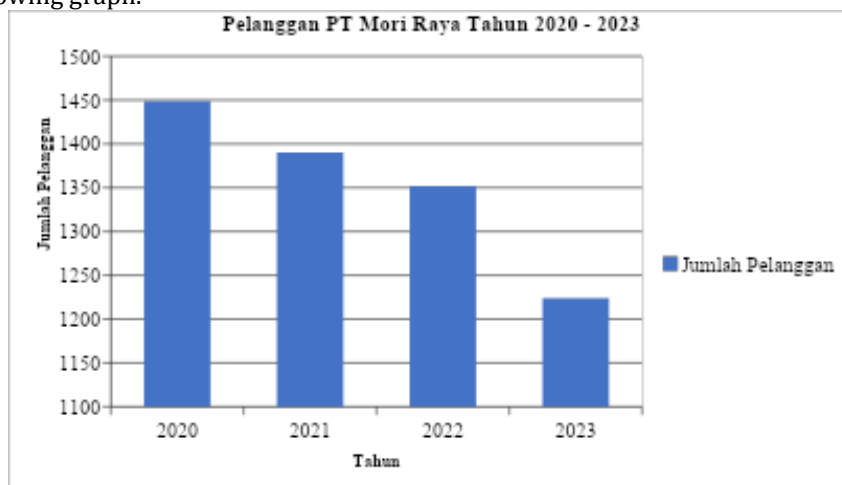
### **1. INTRODUCTION**

The rapid advancement of the times, accompanied by increasingly sophisticated technology, has prompted the Government of Indonesia to leverage available technologies to implement a program related to subscription television broadcasting (cable TV). The program is the migration from analog TV broadcasts to digital TV broadcasts, in which analog TV—on the air in Indonesia for nearly 60 years—will be replaced by digital TV. Digital TV broadcasts use digital signal modulation and compression systems to deliver

cleaner images, clearer sound, and more advanced technology for the Indonesian public (siarandigital.kominfo).

Law No. 11 of 2020 on Job Creation, Article 60A, states: “Broadcasting shall be carried out in line with technological developments, including the migration of broadcasting from analog to digital technology.” This article serves as the legal basis for the migration from analog TV broadcasts to digital TV broadcasts, also known as Analog Switch Off (ASO). The migration program is the termination of analog broadcasts within the broadcasting system in order to switch to digital broadcast technology; the main difference in this program lies in the technology used in the broadcasting system. In a digital broadcasting system, only UHF/VHF transmitter signals are used for its operation. The primary focus of the migration program—crucial to determining the success of broadcast digitization—is the transition process from analog to digital. Many aspects must be involved in carrying out this program, ranging from simulcast and switch-off policies to regulations that apply in the event of violations during the transition phase. In the broadcasting industry, the digital TV system is a solution to the various limitations or weaknesses of analog TV; moreover, spectrum scarcity makes digital TV superior to analog TV because digital television supports multicasting, meaning multiple transmission signals can be sent through a single channel. In realizing this program, the government requires cooperation from pay-TV service providers across various regions of Indonesia.

PT Mori Raya is one of the companies providing cable TV services, particularly in the city of Sangatta. This service is very helpful for the local community because they still predominantly use cable TV services. To support the government’s program, PT Mori Raya has also implemented the digital TV migration system. The program works by installing an additional device—commonly called a set-top box (STB)—in customers’ homes. A set-top box converts digital signals into images and sound that can be displayed on a regular analog TV. A set-top box can be used with all analog TVs, whether CRT or flat-screen models. In recent years, PT Mori Raya has experienced a decline in the number of subscribers, as shown in the following graph.



Sumber : Data Perusahaan PT Mori Raya, 2023

It can be seen that from 2020 to 2023 PT Mori Raya experienced a decline in the number of subscribers. From 2020 to 2021, there was a decrease of 59 subscribers; from 2021 to 2022, a decrease of 28; and from 2022 to 2023 (year-to-date), a decrease of 138. This was caused by the discontinuation of premium channels such as the MNC Group (RCTI, MNC, Global TV, iNews) and other premium channels. Based on the problems described above, a solution is needed. Essentially, to create customer loyalty, companies must offer differentiation whether in price, service quality, or product quality.

Observations indicate that the digital TV migration program requires considerable costs. On the one hand, the program is attractive because it simplifies service provision for pay-TV/cable operators; on the other hand, it has sparked controversy among the public, particularly lower-income customers of PT Mori Raya in Sangatta. One reason is price increases: to enjoy the service, households must install a set-top box (STB) so the broadcasts can be accessed. This has caused concern among the community—especially lower-income segments because not everyone can afford the device, resulting in some being unable to watch television at all. Consequently, the number of subscribers has dropped sharply in recent times.

The company also needs to prioritize service quality for customers. PT Mori Raya is currently working to improve its service quality, as the digital TV migration program is still relatively new and providers must adapt to the system. As a result, there are still many shortcomings when handling issues in the field. These incidents have led customers to perceive PT Mori Raya as less professional in dealing with cases, prompting them to compare PT Mori Raya's service quality with that of other providers.

In addition, the quality of the products offered by PT Mori Raya is a factor strongly considered by customers. Some customers have reported problems with the STBs installed in their homes, such as overheating, frequent errors, signal loss, and vulnerability to lightning strikes. These issues often lead to complaints and, in turn, intensify competition in the cable-TV market.

Given the intense competitive environment, the company's top priority must be customer loyalty so it can survive, compete, and gain market share. Customer loyalty is the customer's commitment to a product or service, based on a highly positive attitude and reflected in consistent repeat purchases. The company must understand what customers consider important and strive to deliver the best possible performance to satisfy them. With the growing number of competitors in the pay-TV sector, price, service quality, and product quality become crucial factors that can influence customer loyalty.

## **2. LITERATURE REVIEW**

### **2.1 Price**

Price is a variable that must be properly controlled, because it strongly affects several aspects of a company's activities—both sales activities and the profit targets the company aims to achieve. According to Kotler and Armstrong, translated by Bob Sabran (2013:151), price is the amount of money charged for a product or service, or the sum of the values consumers exchange for the benefits of owning or using that product or service. According to Kotler and Armstrong as cited in Krisdayanto (2018:4), the price indicators are as follows :

1. Price friendly
2. Relevant with quality
3. Price competitive

### **2.2 Service Quality**

Service quality centers on fulfilling customer needs and wants and delivering them accurately to meet customer expectations. According to Fandy Tjiptono (2014:268), service quality focuses on efforts to satisfy consumer needs and wants and on the accuracy of delivery to match consumers' expectations. According to Parasuraman et al., as cited in Fandy Tjiptono and Chandra (2016:137), the indicators of service quality are as follows :

1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Emphaty

### **2.3 Product Quality**

Product quality is the producer's subjective understanding of something that can be offered in an effort to achieve organizational goals by fulfilling consumer needs and activities, in line with the organization's competence, capacity, and consumers' purchasing power. According to Fandy Tjiptono (2015:105), product quality encompasses performance as a direct depiction of a product, reliability, ease of use, aesthetics, and so on. Strategically, quality is anything that can meet consumer needs in accordance with what consumers want. According to Hikmah and Veronika (2020:213), the product quality indicators are as follows :

1. Product capability
2. Product Utility
3. Product advantage
4. Product durability
5. Product value

### **2.3 Customer Loyalty**

Loyalty literally means faithfulness—an individual's steadfastness toward an object. Many factors influence customer loyalty. Loyalty is a biased response or purchasing pattern that is expressed continuously. It should be emphasized, however, that this differs from simple repeat purchasing; customer loyalty carries an emotional component within it. According to Kotler and Keller (2016:138), loyalty is "a deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior." In other words, customer loyalty is a deep commitment to repurchase or continue supporting a preferred product or service in the future, even when situational factors and competitors' marketing efforts could prompt switching. According to Kotler & Keller (2016:57), the indicators of customer loyalty are as follows: :

1. *Repeat,*
2. *Retention*
3. *Referrals*

## **2. 5 Hypothesis Development**

### **2.5.1 Price Influence customer loyalty**

Research by Shervina Zatalini et al. (2022) found that price has a positive and significant effect on consumer loyalty. This finding is consistent with Lin Magdalena Ritma (2022), who reported that price partially influences customer loyalty.

Based on these findings, the following hypothesis is proposed:

**H1:** Price affects the customer loyalty of PT Mori Raya in Sangatta.

### **2.5.2 Effect of Service Quality on Customer Loyalty**

Research by Intan Rurieta Anggarawati (2021) showed that service quality has a positive and significant effect on customer loyalty. This aligns with Shervina Zatalini et al. (2022), who found that service quality has a positive but not significant effect on consumer loyalty. Both studies are also consistent with Lin Magdalena Ritma (2022), who stated that service quality affects customer loyalty.

Based on these findings, the following hypothesis is proposed:

**H2 :** Service quality affects the customer loyalty of PT Mori Raya in Sangatta.

### **2.5.3 Effect of Product Quality on Customer Loyalty**

Research by Harmon Chaniago (2020) indicated that product quality affects consumer loyalty. This is in line with Intan Rurieta Anggarawati (2021), who reported that product quality has a positive and significant effect on customer loyalty.

Based on these findings, the following hypothesis is proposed:

**H3 :** Product quality affects the customer loyalty of PT Mori Raya in Sangatta.

### **2.5.3 Effect of Price, Service Quality, and Product Quality**

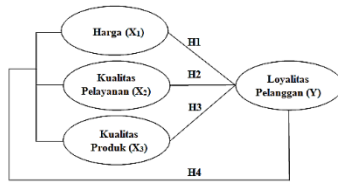
Research by Harmon Chaniago (2020) found that price, service quality, and product quality jointly influence consumer loyalty.

Based on these findings, the following hypothesis is proposed :

**H4 :** Price, service quality, and product quality simultaneously affect the customer loyalty of PT Mori Raya in Sangatta.

## **2.6 Research Model**

To ensure the company's success in achieving its goals, it must pay close attention to pricing, service quality, and product quality. It is important for the company to understand the extent to which price, service quality, and product quality influence customer loyalty. From the above discussion, the effects of price, service quality, and product quality on customer loyalty are depicted in Figure 2.1 as the conceptual framework, as follows :



### 3 RESEARCH METHOD

The research design employs hypothesis testing using multiple linear regression analysis. Data were collected from PT Mori Raya customers who had switched to digital TV broadcasts in 2023. The hypothesis tests examine the effects of price, service quality, and product quality on the customer loyalty of PT Mori Raya in Sangatta. The analysis was performed using SPSS version 29.

### 4. RESULT AND DISCUSSION

#### 4.1 RESULT

**Tabel 4.1** Regression Output

Coefficients		
		Unstandardized Coefficients
Model		B
1	(Constant)	-1.109
	Harga (X1)	0.115
	Kualitas Pelayanan (X2)	0.155
	Kualitas Produk (X3)	0.123

Sumber : Data primer yang diolah, 2023

Based on Table 4.1 (Multiple Regression Analysis), the multiple linear regression equation can be written as:  $Y = -1.109 + 0.115 X1 + 0.155 X2 + 0.123 X3$

1. The constant (a) is -1.109, meaning that if price, service quality, and product quality are all zero, customer loyalty would decline (i.e., the baseline level is negative).
2. The price coefficient = 0.115 (positive). If price increases by one unit, customer loyalty increases by 0.115, holding the other variables constant.
3. The service quality coefficient = 0.155 (positive). If service quality increases by one unit, customer loyalty increases by 0.155, ceteris paribus.
4. The product quality coefficient = 0.123 (positive). If product quality increases by one unit, customer loyalty increases by 0.123, holding the other variables constant.

**Tabel 4.2. t-Test Partial**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.109	1.029		-1.078	.284		
	Harga	.115	.102	.118	1.136	.259	.340	2.940
	Kualitas Pelayanan	.155	.035	.588	4.447	<.001	.211	4.739
	Kualitas Produk	.123	.109	.149	1.124	.264	.211	4.744

Sumber : Data primer yang diolah, 2023

Based on the table above, the results can be explained as follows:

- a. Partial test for Price (X1). The t-statistic is 1.136 with a significance level of 0.259. Since this p-value is greater than 0.05, the hypothesis is rejected. Thus, H1 (“price affects customer loyalty”) is not supported—price does not have a significant effect on customer loyalty.
- b. Partial test for Service Quality (X2). The t-statistic is 4.447 with a significance level of 0.001. Since this p-value is less than 0.05, the hypothesis is accepted. Thus, H2 (“service quality has a significant effect on customer loyalty”) is supported.
- c. Partial test for Product Quality (X3). The t-statistic is 1.124 with a significance level of 0.264. Since this p-value is greater than 0.05, the hypothesis is rejected. Thus, H3 (“product quality affects customer loyalty”) is not supported—product quality does not have a significant effect on customer loyalty.

**Tabel 4.3. F test Simultaneously test**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	230.796	3	76.932	60.691	<.001 <sup>b</sup>
	Residual	112.817	89	1.268		
	Total	343.613	92			

Source: Primary data processed, 2023

The joint (simultaneous) effect of the independent variables on the dependent variable was tested using an F-test. The results show an F statistic of 60.691. Using a 0.05 significance level, the obtained p-value is less than 0.05. This means the hypothesis is supported: price, service quality, and product quality jointly (simultaneously) have a significant effect on customer loyalty at PT Mori Raya in Sangatta.

**Tabel 4.4. Determinant Coefficient**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.820 <sup>a</sup>	.672	.661	1.126	1.688

Sumber : Data primer yang diolah, 2023

The coefficient of determination ( $R^2$ ) is 0.661. This indicates that 66.1% of the variance in customer loyalty is explained by price, service quality, and product quality, while the remaining 33.9% is influenced by other factors not included in this study.

## 5.2 DISCUSSION

The price variable was found to have no effect on customer loyalty. This result contrasts with Shervina Zatalini et al. (2022), who reported a positive and significant effect of price on consumer loyalty at SJS Plaza Padang, and with Lin Magdalena Ritma (2022), who found a partial effect of price on customer loyalty at PT Cahaya Bumi Sintang. In the context of PT Mori Raya, the set price of a product/service does not substantially shape loyalty. Customers are not highly sensitive to price changes and will continue choosing the same product/service as long as the service quality aligns with the price offered, remains competitive, and corresponds to the benefits received—thereby sustaining loyalty to PT Mori Raya. Service quality was shown to have a significant effect on customer loyalty. This aligns with Shervina Zatalini et al. (2022), who observed a positive (though not significant) influence of service quality on consumer loyalty, and with Lin Magdalena Ritma (2022), who also found that service quality affects customer loyalty. For PT Mori Raya, service quality strongly drives loyalty: the better the service quality, the more loyal the customers. Indicators observed include: an attractive office interior; a clean and comfortable environment; complete facilities; prompt customer handling; simple, on-time, and satisfactory procedures; responsiveness to complaints; willingness to help; quick problem resolution; courteous staff; broad knowledge of the services offered; customer safety assurance; understanding of customer needs; and strong communication skills. When these indicators are fulfilled, customer loyalty increases.

Product quality was found to have no effect on customer loyalty. This differs from Intan Rurieta Anggarawati (2021), who reported a positive and significant effect of product quality on customer loyalty at PDAM Tirta Marta Yogyakarta. At PT Mori Raya, customers appear to weigh service quality more heavily than product quality. With strong service quality—easy access to information and assistance—

customer complaints about product capability, malfunction, or durability can be handled swiftly. As a result, shortcomings in product quality do not materially alter customers' decisions to remain loyal. Simultaneously, price, service quality, and product quality significantly influence customer loyalty. While this differs from Harmon Chaniago (2020), who found these variables affect loyalty at Nano Store, PT Mori Raya shows that loyalty grows when: prices are affordable and aligned with service quality, competitive, and commensurate with perceived benefits; service quality meets the indicators listed above; and product quality covers capability, functionality, advantages, durability, and the value of the STB (set-top box) provided. Therefore, to sustain and enhance customer loyalty, PT Mori Raya should maintain a balanced strategy across pricing, service quality, and product quality—improvements in these three areas in tandem will foster stronger loyalty.

## 5. COCLUSION

Based on the study's objective of examining the partial and simultaneous effects of price, service quality, and product quality on customer loyalty at PT Mori Raya in Sangatta, the analysis concludes that price and product quality do not have significant partial effects on loyalty, whereas service quality has a positive and significant partial effect; taken together, price, service quality, and product quality significantly influence loyalty, indicating that PT Mori Raya should maintain a balanced approach to pricing, service delivery, and product performance to strengthen customer loyalty. Practically, the company is advised to prioritize enhancements in service quality, ensure consistent product reliability, and manage prices to remain competitive and aligned with perceived value; future research should broaden the geographical scope or explore other industries to determine whether these findings generalize or differ across contexts.

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