

ABSTRAK

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**Pengaruh Harga, Promosi, Kualitas Pelayanan, Citra Merek, dan Kualitas Produk terhadap Kepuasan Pelanggan Jasa *Wedding Organizer New Sopyono Pusat* di Bekasi Utara serta tinjauannya dari sudut Pandang Islam.
179 halaman + xv halaman + 29 tabel + 5 gambar dan 7 lampiran.**

Abstrak

Penelitian ini bertujuan mengetahui pengaruh Harga, Promosi, Kualitas Pelayanan, Citra Merek, dan Kualitas Produk terhadap Kepuasan Pelanggan Jasa *Wedding Organizer New Sopyono Pusat* di Bekasi Utara serta tinjauannya dari sudut Pandang Islam. Sampel dalam penelitian ini adalah 150 responden yang pernah menggunakan jasa *Wedding Organizer New Sopyono Pusat* di Bekasi Utara. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan menggunakan metode survei dengan instrument berupa kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda.

Hasil penelitian menunjukkan bahwa (1) Harga tidak berpengaruh terhadap Kepuasan Pelanggan (2) Promosi tidak berpengaruh terhadap Kepuasan Pelanggan (3) Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan (4) Citra Merek tidak berpengaruh terhadap Kepuasan Pelanggan (5) Kualitas Produk berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan.

Harga, Promosi, Kualitas Pelayanan, Citra Merek, dan Kualitas Produk terhadap Kepuasan Pelanggan jasa *Wedding Organizer New Sopyono Pusat* di Bekasi Utara telah menerapkan prinsip-prinsip Syariat Islam.

Kata kunci : Harga, Promosi, Kualitas Pelayanan, Citra Merek, Kualitas Produk, Islam.

ABSTRACT

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*The Influence of Price, Promotion, Service Quality, Brand Image, and Product Quality on the Purpose of the New Soponyono Center Wedding Organizer in North Bekasi and the pattern from an Islamic point of view.
179 pages + xv pages + 29 tables + 5 pictures and 7 attachments.*

Abstract

This study aims to determine the effect of Price, Promotion, Service Quality, Brand Image, and Product Quality on Customer Satisfaction with Wedding Organizer Services at New Soponyono Center in North Bekasi and its review from an Islamic point of view. The sample in this study were 150 respondents who had used the services of the New Soponyono Wedding Organizer Center in North Bekasi. The sampling technique used is purposive sampling. Data were collected using a survey method with the instrument in the form of a questionnaire. The data analysis method used is multiple regression analysis.

The results show that (1) Price has no effect on goals (2) Promotion has no effect on customers (3) Service quality has a positive and significant effect on customers (4) Brand Image has no effect on customer goals (5) Product Quality has a positive and significant effect towards customers.

Price, Promotion, Service Quality, Brand Image, and Product Quality on Customer Satisfaction New Soponyono Wedding Organizer Services Center in North Bekasi has implemented the principles of Islamic Shari'a.

Keywords: *Price, Promotion, Service Quality, Brand Image, Product Quality, Islam.*