

ABSTRAK

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Pengaruh Citra Merek dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Mediasi Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Pelanggan Mineral Botanica di Jakarta Barat)

72 halaman + xv halaman + 14 tabel + 5 gambar dan 6 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek dan kualitas produk terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai mediator *Skincare* Mineral Botanica serta tinjauannya dari sudut pandang islam. Populasi dalam penelitian ini ialah pelanggan *Skincare* Mineral Botanica di wilayah Jakarta Barat. Teknik pengambilan sampel yang digunakan adalah *Purposive Sampling*. Jumlah responden pada penelitian ini yaitu sebanyak 104 responden yang menggunakan produk *Skincare* Mineral Botanica. Data dikumpulkan dengan menggunakan metode survey dengan menggunakan kuesioner melalui google form. Untuk gambaran responden dan gambaran variabel penelitian kuesioner menggunakan bantuan program IBM SPSS (*Statistical Package for The Social Sciences*) versi 25 dalam mengolah data dan untuk metode analisis data yang digunakan yaitu menggunakan analisis metode *Partial Least Square Structural Equation Modelling* (PLS-SEM). Hasil penelitian ini menunjukkan bahwa: (1) Citra Merek berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan, (2) Kualitas Produk berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan, (3) Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (4) Citra Merek berpengaruh positif tetapi tidak signifikan terhadap loyalitas pelanggan, (5) Kualitas Produk berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (6) Kepuasan Pelanggan tidak memediasi hubungan antar Citra Merek terhadap Loyalitas Pelanggan, (7) Kepuasan Pelanggan memediasi hubungan antar variabel Kualitas Produk terhadap Loyalitas Pelanggan. Menurut sudut pandang Islam kegiatan jual beli harus didasari sesuai dengan anjuran dan prinsip-prinsip agama islam agar tidak menimbulkan rasa kecewa dari para pelanggan.

Kata Kunci: Mineral Botanica, Citra Merek, Kualitas Produk, Loyalitas Pelanggan, dan Kepuasan Pelanggan

ABSTRACT

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The Influences of Brand Image and Product Quality on Customer Loyalty Through Customer Satisfaction as Mediation and Its Review from an Islamic Perspective (Case Study on Mineral Botanica Skincare Consumers in West Jakarta)

72 pages + xv pages + 14 tables + 5 pictures and 6 attachments

Abstract Description

This study aims to determine the effect of brand image and product quality on customer loyalty with customer satisfaction as a mediator of Skincare Mineral Botanica and its review from an Islamic point of view. The population in this study are Mineral Botanica Skincare consumers in the West Jakarta area. The sampling technique used is purposive sampling. The number of respondents in this study were 104 respondents who used Skincare Mineral Botanica products. Data was collected using a survey method using a questionnaire via google form. For the description of the respondents and the description of the research variables, the questionnaire uses the help of the IBM SPSS (Statistical Package for The Social Sciences) version 25 program in processing data and for the data analysis method used is the Partial Least Square Structural Equation Modeling (PLS-SEM) analysis. The results of this study indicate that: (1) Brand Image has a positive and significant effect on Customer Satisfaction, (2) Product Quality has a positive and significant effect on Customer Satisfaction, (3) Customer Satisfaction has a positive and significant effect on Customer Loyalty, (4) Brand Image positive but not significant effect on customer loyalty, (5) product quality has a positive and significant effect on customer loyalty, (6) customer satisfaction does not mediate the relationship between brand image and customer loyalty, (7) customer satisfaction mediates the relationship between product quality variables on loyalty Customer. According to the Islamic point of view, buying and selling activities must be based on the recommendations and principles of the Islamic religion so as not to cause disappointment from consumers.

Keywords: Mineral Botanica, Brand Image, Quality Product, Customer Loyalty, and Customer Satisfaction