

ABSTRAK

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Pengaruh Kualitas Pelayanan dan Kualitas Produk Terhadap Kepuasan Pelanggan Melalui Kepercayaan Sebagai Mediasi Studi Pada Pengguna Indihome Serta Ditinjau Dari Sudut Pandang Islam

148 halaman + 13 tabel + 3 gambar + 6 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh kualitas produk secara langsung dan tidak langsung terhadap kepuasan pelanggan Indihome dan ada tidaknya pengaruh harga secara langsung dan tidak langsung terhadap kepuasan pelanggan Indihome serta tinjauannya dari sudut pandang Islam. Populasi dalam penelitian ini ialah pengguna Indihome di Jakarta Pusati yang berjumlah 120 responden. Metode analisis data dilakukan dengan uji evaluasi pengukuran, uji struktural dan uji hipotesis. Berdasarkan hasil penelitian diperoleh kesimpulan: kualitas pelayanan berpengaruh positif dan signifikan terhadap kepercayaan, kualitas produk berpengaruh positif dan signifikan terhadap kepercayaan, kepercayaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kepercayaan tidak memediasi hubungan antara kualitas pelayanan dengan kepuasan pelanggan, kepercayaan memediasi hubungan antara kualitas produk dengan kepuasan pelanggan. Menurut pandangan Islam kualitas pelayanan, kualitas produk, kepercayaan, dan kepuasan pelanggan pada pelanggan Indihome sudah sesuai dengan prinsip-prinsip Islam.

Kata Kunci: Kualitas Pelayanan, Kualitas Produk, Kepercayaan dan Kepuasan Pelanggan.

ABSTRACT

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*The influence of service quality and product quality of customer satisfaction through trust as a mediating study on indihome users and from an Islamic point of view
148 page + 13 table + 3 picture + 6 attachment*

Abstract

This study aims to determine whether there is a direct and indirect effect of the product on Indihome customer satisfaction and whether there is a direct and direct influence of price on Indihome customer satisfaction and its effect from an Islamic point of view. The population in this study were Indihome users in Central Jakarta, amounting to 120 respondents. The method of data analysis was carried out by evaluation test, structural test, and hypothesis testing. Based on the results of the study: service quality has a positive and significant effect on trust, product quality has a positive and significant effect on trust, trust has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, product quality has a positive and significant effect on customer satisfaction. customer satisfaction, trust does not mediate the relationship between service quality and customer satisfaction, and trust mediates the relationship between product quality and customer satisfaction. According to the Islamic view, service quality, product quality, trust, and customer satisfaction for Indihome customers are in accordance with Islamic principles.

Keywords: Service Quality, Product Quality, Trust and Customer Satisfaction.