

ABSTRAK

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Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Teh Pucuk Harum Melalui Kepuasan Pelanggan Serta Ditinjau Dari Sudut Pandang Islam. (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Prodi Manajemen Universitas YARSI)

103 halaman + xvi halaman, 35 tabel, 9 gambar, 8 lampiran

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh mediasi kepuasan pelanggan antara kualitas produk, harga dengan keputusan pembelian teh pucuk harum serta ditinjau dari sudut pandang Islam. Sampel dalam penelitian ini ialah mahasiswa/i manajemen 2016 Universitas YARSI dengan jumlah 75 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan pengujian instrument penelitian (uji validitas dan uji reliabilitas), analisis deskriptif, uji asumsi klasik, analisis jalur (*path analysis*), dan uji sobel melalui program *SPSS 24 for windows*. Berdasarkan hasil penelitian diperoleh kesimpulan: (1) kualitas produk berpengaruh signifikan terhadap kepuasan pelanggan, (2) harga berpengaruh signifikan terhadap kepuasan pelanggan, (3) kualitas produk berpengaruh signifikan terhadap keputusan pembelian, (4) harga berpengaruh signifikan terhadap keputusan pembelian, (5) kepuasan pelanggan berpengaruh signifikan terhadap keputusan pembelian, (6) kepuasan pelanggan memediasi hubungan antara kualitas produk dengan keputusan pembelian, (7) kepuasan pelanggan memediasi hubungan antara harga dengan keputusan pembelian. Menurut pandangan Islam, kualitas produk, harga, kepuasan pelanggan, dan keputusan pembelian pada teh pucuk harum sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci : Keputusan Pembelian, Kepuasan Pelanggan, Kualitas Produk, Harga.

ABSTRACT

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The Effect of Product Quality and Price on Purchasing Decisions of Pucuk Harum Tea through Customer Satisfaction and Viewed from an Islamic Point of View. (Studies in students of the Faculty of Economics and Business, YARSI University Management Study Program)

103 pages + xvi pages, 35 tables, 9 pictures, 8 attachments

This study aims to determine whether there is a mediating effect of customer satisfaction between product quality, price and purchase decisions of fragrant top tea and from an Islamic point of view. The sample in this study were students of management 2016 YARSI University with a total of 75 respondents. The sampling technique used a non-probability sampling method, with a purposive sampling technique through distributing questionnaires. The data analysis method was carried out by testing the research instrument (validity and reliability testing), descriptive analysis, classical assumption test, path analysis, and sobel test through the SPSS 24 for windows program. Based on the research results, it was concluded that: (1) product quality has a significant effect on customer satisfaction, (2) price has a significant effect on customer satisfaction, (3) product quality has a significant effect on purchasing decisions, (4) price has a significant effect on purchasing decisions, (5)) customer satisfaction has a significant effect on purchasing decisions, (6) customer satisfaction mediates the relationship between product quality and purchase decisions, (7) customer satisfaction mediates the relationship between price and purchase decisions. According to the Islamic view, product quality, price, customer satisfaction, and purchase decisions on fragrant top tea have been carried out according to Islamic principles.

Keywords: Purchasing Decisions, Customer Satisfaction, Product Quality, Price.