

ABSTRAK

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PENGARUH KUALITAS PELAYANAN (CUSTOMER SERVICE) & SUASANA TOKO (STORE ATMOSPHERE) DAN HARGA TERHADAP KEPUASAN KONSUMEN PADA MATAHARI DEPARTMENT STORE ATRIUM SENEN JAKARTA SERTA TINJAUANNYA MENURUT SUDUT PANDANG ISLAM.

ABSTRAK

Tujuan dari penelitian ini ialah untuk mengetahui Pengaruh Kualitas Pelayanan, Suasana Toko dan Harga terhadap Kepuasan Konsumen Pada Matahari Department Store Atrium Senen Jakarta Serta Tinjauannya Menurut Sudut Pandang Secara parsial dan simulatan. Populasi dari penelitian ini adalah konsumen Matahari Department Store. Terknik pengambilan sampel yang digunakan adalah Probability sampling. Jumlah responden dalam penelitian ini sebanyak 100 responden. Data di kumpulkan dengan menyebarkan kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda, uji t (parsial) dan uji F (simultan).

Hasil penelitian menunjukkan bahwa: (1) secara parsial Kualitas pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Konsumen. (2) secara parsial Suasana Toko berpengaruh positif dan tidak signifikan terhadap Kepuasan Konsumen. (3) secara parsial Harga berpengaruh positif dan signifikan terhadap Kepuasan Konsumen. (4) secara simultan seluruh variabel independen memiliki pengaruh signifikan terhadap kepuasan Konsumen. Nilai adj R² sebesar 0,529 menunjukkan bahwa variasi pada variabel independen yang digunakan pada penelitian ini berperan terhadap variasi pada variabel dependen.

Dalam sudut pandang islam, Kepuasan Konsumen yang terkait dengan Kualitas Konsumen, Suasana Toko dan Harga tidak bertentangan dengan syariah islam, karena konsumen merasa puas dengan apa yang telah di berikan oleh Matahari department Store.

Kata Kunci: Kualitas Pelayanan (Customer Service), Suasana Toko(Atmosphere), Harga, Kepuasan Konsumen.

ABSTRACT

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THE EFFECT OF QUALITY OF SERVICE (CUSTOMER SERVICE) & STORE ATMOSPHERE (STORE ATMOSPHERE) AND PRICES ON CUSTOMER SATISFACTION ON SUN DEPARTMENT STORE ATRIUM SEN JAKARTA AND THE OVERVIEW BY ISLAMIC VIEW.

ABSTRACT

The purpose of this study was to determine the effect of service quality, store atmosphere and price on consumer satisfaction at Matahari Department Store Atrium Senen Jakarta and its review according to a partial and simultaneous point of view. The population of this study was Matahari Department Store consumers. The sampling technique used is Probability sampling. The number of respondents in this study were 100 respondents. Data was collected by distributing questionnaires. The data analysis method used is multiple regression analysis, t test (partial) and F test (simultaneous).

The results of the study show that: (1) partially the quality of service has a positive and significant effect on consumer satisfaction. (2) partially Store Atmosphere has a positive and not significant effect on consumer satisfaction. (3) partially the price has a positive and significant effect on consumer satisfaction. (4) simultaneously all independent variables have a significant influence on consumer satisfaction. The adj R² value of 0.529 indicates that the variation in the independent variable used in this study contributes to the variation in the dependent variable.

From an Islamic point of view, consumer satisfaction related to consumer quality, store atmosphere and prices do not conflict with Islamic sharia, because consumers are satisfied with what has been provided by the Matahari department store.

Keywords: Quality of Service (Customer Service), Store Atmosphere (Atmosphere), Price, Consumer Satisfaction.