

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2021

Mutia Dwi Nur Oktafiyani

120.2017.176

Pengaruh Harga, Kualitas Pelayanan dan Label Halal Terhadap Loyalitas Pelanggan Pada *Starbucks Coffee* Cempaka Putih Menurut Sudut Pandang Islam (Studi Kasus Pada Mahasiswa Prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas YARSI Angkatan 2017)

96 halaman + xv halaman + 16 tabel + 2 gambar dan 6 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Harga, Kualitas Pelayanan, dan Label Halal terhadap Loyalitas Pelanggan Starbucks Coffee Cempaka Putih Menurut Sudut Pandang Islam. Sampel dalam penelitian adalah 100 Mahasiswa/i Prodi Manajemen Fakultas Ekonomi dan Bisnis 2017 Universitas Yarsi yang pernah membeli kopi di Starbucks. Teknik pengambilan sampel yang digunakan adalah *accidental sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation modelling*.

Hasil penelitian menunjukkan bahwa (1) harga berpengaruh tidak signifikan terhadap loyalitas pelanggan dengan (*p-value* 0,386) (2) kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan dengan (*p-value* 0,000) (3) label halal berpengaruh positif signifikan terhadap loyalitas pelanggan dengan (*p-value* 0,008) (4) harga, kualitas pelayanan, dan label halal secara struktural berpengaruh terhadap loyalitas pelanggan.

Menurut pandangan Islam apabila ingin meningkatkan loyalitas pelanggan, penjual harus bisa mempertimbangkan harga, kualitas pelayanan, dan memastikan bahwa produk tersebut halal dan diberi label halal. ketika suatu produk memiliki kualitas pelayanan yang tinggi maka produk tersebut dapat menarik perhatian orang lain yang sesuai dengan syariat Islam maka akan menimbulkan suatu kesan yang baik terhadap orang lain.

Kata Kunci : Harga, Kualitas Pelayanan, Label Halal, Loyalitas Pelanggan, Islam

ABSTRACT

*Faculty Of Economy And Bussiness
Study Program S-1 Management
2021*

Mutia Dwi Nur Oktafiyani

120.2017.176

The Effect of Price, Quality Service and Halal Label on Customer Loyalty At Starbucks Coffee Cempaka Putih According to Islamic Point of View (Case Study on Student Management Program faculty of Economics and Business YARSI University Class of 2017)

96 pages + xv pages + 16 tables + 2 pictures and 6 attachments

Abstract

This study aims to determine the influence of Halal Prices, Quality of Service, and Labels on Starbucks Coffee Customer Loyalty According to Islamic Point of View. The samples in the study were 100 Students of Management Study Program of Faculty of Economics and Business 2017 Yarsi University who had bought coffee at Starbucks. The sampling technique used is accidental sampling. The data was collected using survey method with questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation modelling analysis.

The results showed that (1) price has a positive and significant effect on customer loyalty (p-value 0.002) (2) the quality of service has a negative and insignificant effect on customer loyalty (3) halal labels have a significant positive effect on customer loyalty (4) price, quality of service, and halal label can be used as a model that has a great fit (GoF 0.297) to be used as a model that can predict (Q2 0.251) its effect on loyal Customerity.

According to Islamic view if you want to increase customer loyalty, sellers should be able to consider the price, quality of service, and ensure that the product is halal and labeled halal. when a product has a high quality of service then the product can attract the attention of others in accordance with Islamic law it will give a good impression to others.

Keywords: Price, Service Quality, Halal Labels, Customer Loyalty, Islam