

ABSTRAK

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2022

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Pengaruh Citra Merek, Harga, Kualitas Pelayanan, dan Kualitas Produk Terhadap Kepuasan Pelanggan Three Coffee Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Pelanggan Three Coffee Cempaka Putih)

128 halaman + xiii halaman + 27 tabel + 5 gambar dan 2 lampiran

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Citra Merek, Harga, Kualitas Pelayanan, dan Kualitas Produk Terhadap Kepuasan Pelanggan Three Coffee Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Pelanggan Three Coffee Cempaka Putih). Sampel penelitian ini adalah 100 konsumen Three Coffee. Teknik pengambilan sampel menggunakan teknik sampel jenuh, data dikumpulkan melalui penyebaran kuesioner. Metode analisis yang digunakan yaitu analisis deskriptif dan persamaan regresi linear berganda. Hasil penelitian menunjukkan bahwa: (1) secara parsial Citra Merek tidak berpengaruh terhadap Kepuasan Pelanggan. (2) secara parsial Harga berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. (3) secara parsial Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. (4) secara parsial Kualitas Produk berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. (5) secara simultan Citra Merek, Harga, Kualitas Pelayanan, dan Kualitas Produk berpengaruh signifikan terhadap Kepuasan Pelanggan. (6) Dalam sudut pandang Islam, Three Coffee telah menerapkan prinsip Syariah dalam hal Citra Merek, Harga, Kualitas Pelayanan, dan Kualitas Produk sehingga Kepuasan Pelanggan sangat baik.

Kata Kunci : Citra Merek, Harga, Kualitas Pelayanan, Kualitas Produk, Kepuasan Pelanggan

ABSTRACT

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The Effect of Brand Image, Prize, Service Quality, and Product Quality on Customer Satisfaction and Its Review From An Islamic Perspective (Case Study At Three Coffee Cempaka Putih Customers)

128. pages + xiii pages + 23 tables + 5 pictures and 2 attachments

ABSTRACT

This Research intended to knowing and analyzing the brand image, prize, service quality, and product quality on customer satisfaction and its discussion from the Islamic perspective (case study on Three Coffee Cempaka Putih Customers). The population of this research are 100 customers of Three Coffee. The technique of the sampling method is saturated sampling technique, the data gathered by using questionnaire. The analysis methods of this research is descriptive method and multiple linear regression equation. The result of this research showed that (1) Partially, brand image has no effect on customer satisfaction. (2) Partially, prize have a positive and significant effect on customer satisfaction. (3) Partially, service quality have a positive and significant effect on customer satisfaction. (4) Partially, product quality have a positive and significant effect on customer satisfaction. (5) simultaneously, brand image, prize, service quality, and product quality have a significant effect on customer satisfaction. (6) in Islamic perspective, Three Coffee have applied the shar'I principle in brand image, prize, service quality, product quality so it can give the positive effects to customers satisfaction.

Keywords: *Brand Image, Prize, Service Quality, Product Quality, Customers Satisfaction.*