

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
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2019

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**Pengaruh Kualitas Produk, Harga, Terhadap Kepuasan Pelanggan dan Dampaknya Terhadap Loyalitas Pelanggan Pengguna Kartu Simpati dan Tinjauannya Menurut Sudut Pandang Islam**

97 halaman + xvi halaman + 27 tabel + 7 gambar, dan 7 lampiran

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh kualitas produk secara langsung dan tidak langsung terhadap loyalitas pelanggan kartu simpati dan ada tidaknya pengaruh harga secara langsung dan tidak langsung terhadap loyalitas pelanggan kartu simpati serta tinjauannya dari sudut pandang Islam. Populasi dalam penelitian ini ialah pengguna kartu perdana simpati di Universitas Yarsi yang berjumlah 105 responden. Metode analisis data dilakukan dengan uji asumsi klasik, analisis jalur (*path analysis*), dan uji sobel. Berdasarkan hasil penelitian diperoleh kesimpulan : kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan, harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan memediasi hubungan antara kualitas produk dengan loyalitas pelanggan, kepuasan pelanggan memediasi hubungan antara harga dengan loyalitas pelanggan. Menurut pandangan Islam, kualitas produk, harga kepuasan pelanggan, dan loyalitas pelanggan pada pelanggan kartu perdana simpati sudah sesuai dengan prinsip-prinsip Islam.

**Kata Kunci:** Kualitas Produk, Harga, Kepuasan Pelanggan, dan Loyalitas Pelanggan.

## **ABSTRACT**

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2019*

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*The Influence of Product Quality and Price Against and Customer Satisfaction and Its Impact on Customer Loyalty For Simpati Card and Its Review From Islamic Point of View*

*98 pages + xvi pages + 29 tables + 7 picture + and 7 attachments*

## **ABSTRACT**

*This study aims to determine whether or not the influence of the product quality directly and indirectly to customer loyalty on simpati card and whether or not the influence of price directly and indirectly to customer loyalty on simpati card and the riview from an Islamic point of view. The population in this study is simpati prime card customer who numbered 150 respondents. Methods of data analysis were done by testing the research instrument classical assumption test, path analysis, and sobel. Based on the result of the research, it can be concluded : product quality has positive and significant influence to customer satisfaction, price has positive and significant influence to customer satisfaction, product quality has positive and significant influence to customer loyalty, price has positive and significant influence to customer loyalty, customer satisfaction has positive and significant influence to customer loyalty, customer satisfaction mediate the relationship between product quality and customer loyalty, customer satisfaction mediate the relationship between price and customer loyalty. Islamic point of view, product quality, price, customer satisfaction, and customer loyalty to simpati prime card customer have been done a according to Islamic principles.*

**Keywords:** *Product Quality, Price, Customer Satisfaction, and Customer loyalty.*