

## **ABSTRAK**

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2019**

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**PENGARUH HARGA, KUALITAS PRODUK, AFTER SALES SERVICE TERHADAP KEPUASAN KONSUMEN TOYOTA SERTA TINJAUANYA DARI SUDUT PANDANG ISLAM (Studi Kasus Pengguna Kendaraan Fortuner Pada Auto2000 Jakarta)**

xv + 122 halaman, 27 tabel + 3 gambar, dan 4 lampiran

### **Uraian Abstrak**

Tujuan dari penelitian ini yaitu untuk menguji dan Mengetahui pengaruh Harga, Kualitas Produk, *After Sales Service* secara simultan maupun secara parsial terhadap kepuasan konsumen produk *Toyota Fortuner*. Populasi dalam penelitian adalah pengguna mobil Toyota Fortuner di Jakarta. Teknik pengambilan sampel yang digunakan adalah purposive sampel. Jumlah responden dalam penelitian ini sebanyak 115 responden. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Jenis penelitian yang digunakan yaitu penelitian asosiatif. Metode analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda. Uji t (parsial) dan uji F (simultan). Hasil Penelitian menunjukkan bahwa (1) Harga berpengaruh positif dan signifikan terhadap kepuasan konsumen. (2) Kualitas Produk berpengaruh positif dan signifikan terhadap kepuasan konsumen. (3) *After Sales Service* berpengaruh positif dan signifikan terhadap kepuasan konsumen. (4) Secara simultan Harga, Kualitas produk, *After Sales Service* berpengaruh signifikan terhadap kepuasan konsumen. Menurut sudut pandang Islam, jika Harga sesuai dengan kondisi pasar, serta kualitas produk yang baik, dan *After Sales Service* yang lemah lembut terhadap kepuasan konsumen maka kepuasan konsumen akan meningkat. Dan keempat variabel tersebut sesuai dengan pandangan Islam.

**Kata Kunci : Harga, Kualitas produk, *After Sales Service* dan Kepuasan konsumen**

## **ABSTRACT**

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***THE INFLUENCE OF PRICES, QUALITY PRODUCTS, AFTER SALES SERVICE TOWARDS CONSUMER SATISFACTION AS WELL AS TOYOTA FROM THE VIEWPOINT Of ISLAM (A Case Study Of Users Vehicles Fortuner At Jakarta's Auto2000)***

*xv + 122 pages, 27 tables + 3 images and 4 attachments*

### ***Abstract Description***

*The purpose of this research has to know how to Prices, Quality Products and After Sales Service towards the satisfaction consumer product of Toyota Fortuner in partial and simultaneous. The sampling technique was used by purposive sampling. The population in the research are the people who used Toyota Fortuner in Jakarta. The number of respondents in this research are 115 respondents. Data were collected by using survey method with questionnaire instruments This type of research is used that is associative research. Data analysis method used in this research are multiple linear regression. Test *t* (partial) and *F* (simultaneous). The results showed that (1) the price of a positive and significant effect against consumer satisfaction. (2) a positive and influential product quality significantly to consumer satisfaction. (3) a positive effect After Sales Service and significantly to consumer satisfaction. (4) simultaneous price, quality products, After Sales Service effect significantly to consumer satisfaction. According to the Islamic point of view, if the price in accordance with market conditions, as well as product quality and After Sales Service are gentle towards consumer satisfaction then customer satisfaction will increase. And of the four variables in accordance with the Islamic view.*

***Keywords: pricing, quality of product, after sales service and customer satisfaction***