

ABSTRAK

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Kepuasan Konsumen Sebagai Variabel Mediasi Antara Kualitas Produk Dan Kualitas Pelayanan Dengan Loyalitas Konsumen Dan Tinjauannya Dari Sudut Pandang Islam (Studi Pada Konsumen Cafe Redkitchen Tanjung Priok)

92+xvii halaman, 28 tabel, 8 gambar, 10 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh mediasi kepuasan konsumen antara kualitas produk, kualitas pelayanan dengan loyalitas konsumen pada konsumen cafe Redkitchen serta tinjauannya dari sudut pandang Islam. Sampel dalam penelitian ini ialah konsumen cafe Redkitchen yang berjumlah 60 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan pengujian instrument penelitian (uji validitas dan uji reliabilitas), analisis deskriptif, uji asumsi klasik, analisis jalur, dan uji sobel melalui program *SPSS 20 for windows*. Berdasarkan hasil penelitian diperoleh kesimpulan: (1) kualitas produk tidak berpengaruh signifikan terhadap kepuasan konsumen, (2) kualitas pelayanan berpengaruh signifikan terhadap kepuasan konsumen, (3) kualitas produk berpengaruh signifikan terhadap loyalitas konsumen, (4) kualitas pelayanan tidak berpengaruh signifikan terhadap loyalitas konsumen, (5) kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen, (6) kepuasan konsumen tidak memediasi hubungan antara kualitas produk dengan loyalitas konsumen, (7) kepuasan konsumen memediasi hubungan antara kualitas pelayanan dengan loyalitas konsumen. Menurut pandangan Islam, kualitas produk, kualitas pelayanan, kepuasan konsumen, dan loyalitas konsumen pada konsumen cafe Redkitchen sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci : Loyalitas Konsumen, Kepuasan Konsumen, Kualitas Produk,

Kualiatas Pelayanan.

ABSTRACT

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Consumer Satisfaction As Variable Mediation Between Product Quality And Service Quality With Consumer Loyalty And Seen From Islamic Point of View (Study on Redkitchen cafe's Consumer Tanjung Priok).

92+xvii pages, 28 tables, 8 pictures, 10 attachments

Uraian Abstrak

This study aims to find out whether there is a mediating effect of customer satisfaction between product quality, service quality with consumer loyalty on Redkitchen cafe's consumers and the review from an Islamic point of view. The sample in this study is Redkitchen cafe's consumers who numbered 60 respondents. Sampling technique using non-probability sampling method, with purposive sampling technique through the distribution of questionnaires. Methods of data analysis were done by testing the research instrument (test of validity and reliability test), descriptive analysis, classical assumption test, path analysis, and sobel test through SPSS 20 for windows program. Based on the result of the research, it can be concluded: (1) product quality has no significant effect on customer satisfaction, (2) service quality has significant influence to consumer satisfaction, (3) product quality has significant influence to customer loyalty, (4) service quality has no significant effect on consumer loyalty, (5) consumer satisfaction has a significant effect on consumer loyalty, (6) consumer satisfaction does not mediate the relationship between product quality and consumer loyalty, (7) consumer satisfaction mediate the relationship between service quality and consumer loyalty. According to Islamic view, product quality, service quality, consumer satisfaction, and customer loyalty to Redkitchen cafe's consumers have been done in accordance with Islamic principles.

Keywords: Consumer Loyalty, Consumer Satisfaction, Product Quality, Service Quality.