

A B S T R A C T

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S-1 Study of Management

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The Influence of Product Quality, Service Quality and Promotion on Customer Satisfaction Mall of Kelapa Gading Review from Islamic Viewpoint

105 + v halaman, 21 tabel, 4 gambar dan 10 Lampiran

Abstract Description

The research was to find out the influence of product quality, service quality and promotion on customer satisfaction starbucks coffee Mall of Kelapa Gading. The population in this research at consumer Starbucks Coffee Mall of Kelapa Gading. The method of analysis using multiple linear analysis approach. The data is done by non random sampling technique that is quota sampling.

The results in this research is showing that: (1) Product quality has a positive and significant impact on customer satisfaction. (2) Quality of service has positive and significant influence to consumer satisfaction, (3) promotion has positive and significant influence to customer satisfaction. (4) simultaneously all the variables have a positive and significant impact on customer satisfaction. Adjusted R² value of 0.575 that product quality, service quality and promotion variables simultaneously affect customer satisfaction.

The Islamic Review of Product Quality, Service Quality and Promotion on Consumer Satisfaction explains that product quality in consumer product Islam is a useful, useful consumable useful material, which results in material, moral, and spiritual improvement for the consumer. Quality of service in Islamic theaches if you wanttp give the result of both business in the form of goods services / services should provide a quality, do not give a bad. Promotion in Islam must be in accordance with the teachings of Islam.

Keywords: Product Quality, Service Quality, Promotion, Consumer Satisfaction

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Pengaruh Kualitas Produk, Kualitas Layanan dan Promosi Terhadap
Kepuasan Konsumen Cabang Mall Kelapa Gading Ditinjau dari Sudut
Pandang Islam

105 + v halaman, 21 tabel, 4 gambar dan 10 Lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas layanan dan promosi terhadap kepuasan konsumen starbucks coffee dicabang mall kelapa gading. Populasi dalam penelitian ini pada konsumen Starbucks Coffee Mall Kelapa Gading. Metode analisis dengan menggunakan pendekatan analisis linier berganda. Data dilakukan dengan *teknik non random sampling* yaitu *quota sampling*.

Hasil penelitian ini menunjukkan bahwa: (1) Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (2) Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen. (3) promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (4) Secara simultan semua variabel memiliki dampak positif dan signifikan terhadap kepuasan pelanggan.

Tinjauan Islam tentang Kualitas Produk, Kualitas Layanan dan Promosi Terhadap Kepuasan Konsumen menjelaskan bahwa kualitas produk dalam islam produk konsumen adalah berdaya guna, materi yang dapat dikonsumsi yang bermanfaat yang bernilai guna, yang menghasilkan perbaikan material, moral, spiritual bagi konsumen. Kualitas layanan dalam Islam mengajarkan bila ingin memberi hasil usaha baik berupa barang maupun pelayanan/jasa hendaknya memberikan yang berkualitas, jangan memberikan yang buruk. Promosi dalam Islam haruslah sesuai dengan ajaran-agama Islam.

Kata Kunci : Kualitas Produk, Kualitas Layanan, Promosi, Kepuasan Konsumen