

ABSTRAK

Fakutas Ekonomi dan Bisnis
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Pengaruh Kualitas Pelayanan, Citra Merek (*Brand Image*) dan Kualitas Produk Terhadap Kepuasan Konsumen Maxx Coffee Serta Ditinjau Dari Sudut Pandang Islam, (Studi Kasus Pada Konsumen Maxx Coffee di Mall Cibubur Junction).

123+xvi halaman, 25 tabel, 4 gambar, 8 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh kualitas pelayanan, citra merek (*brand image*) dan kualitas produk terhadap kepuasan konsumen Maxx Coffee serta tinjauannya dari sudut pandang Islam. Populasi penelitian ini adalah konsumen Maxx Coffee di Mall Cibubur Junction, sampel dalam penelitian ini ialah konsumen yang pernah mengkonsumsi dan melakukan transaksi di Maxx Coffee Mall Cibubur Junction minimal 2kali dengan jumlah 100 responden. Teknik pengambilan sampel menggunakan *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan analisis regresi linier berganda melalui program *SPSS 25 for windows*.

Hasil penelitian ini menunjukkan bahwa: (1) Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen, (2) Citra merek (*brand image*) berpengaruh positif dan signifikan terhadap kepuasan konsumen, (3) Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen, (4) Kualitas pelayanan, citra merek (*brand image*) dan kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen. Menurut pandangan Islam kualitas pelayanan, citra merek (*brand image*) dan kualitas produk dan kepuasan konsumen pada Maxx Coffee sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci : Kepuasan Konsumen, Kualitas Pelayanan, Citra Merek(*Brand Image*), Kualitas Produk.

ABSTRACT**Faculty of Economics and Business****S-1 Management Study Program****2022****Dinar Marianti P.A****120.2016.192****The Influence of Service Quality, Brand Image and Product Quality on Maxx Coffee Consumer Satisfaction and From an Islamic Perspective (Case Study on Maxx Coffee Consumers at Cibubur Junction Mall).**

123+xvi pages, 25 tables , 4 pictures, 8 attachments

Abstract Description

This study aims to determine whether there is an influence of service quality, brand image and product quality on Maxx Coffee's consumer satisfaction and its review from an Islamic point of view. The population of this study were Maxx Coffee consumers at Cibubur Junction Mall, the sample in this study were consumers who had consumed and made transactions at Maxx Coffee Mall Cibubur Junction at least 2 times with a total of 100 respondents. The sampling technique used was non-probability sampling, with purposive sampling technique through distributing questionnaires. The method of data analysis was carried out by multiple linear regression analysis through the SPSS 25 for windows program.

The results of this study indicate that : (1) Service quality has a positive and significant effect on consumer satisfaction, (2) Brand image has a positive and significant effect on consumer satisfaction, (3) Product quality has a positive and significant effect on consumer satisfaction, (4) Service quality, brand image and product quality have a positive and significant effect on consumer satisfaction. According to the Islamic view, service quality, brand image and product quality and customer satisfaction at Maxx Coffee have been carried out in accordance with Islamic principles.

Keywords: Customer Satisfaction, Service Quality, Brand Image, Product Quality.