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ABSTRAK

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Pengaruh Kualitas Produk, Kepuasan Pelanggan, Citra Merek dan Gaya Hidup Terhadap Loyalitas Pelanggan Pada Pengguna Produk Iphone Serta Tinjauan Menurut Agama Islam (Studi Kasus Pembelian Iphone Pada Mahasiswa/I FEB Universitas Yarsi)

Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh Kualitas Produk, Kepuasan Pelanggan, Citra Merek dan Gaya Hidup Terhadap Loyalitas Pelanggan Pada Pengguna Produk Iphone dan untuk mengetahui Bagaimana Pandangan Islam Terhadap Pengaruh Simultan Kualitas Produk, Kepuasan Pelanggan, Citra Merek dan Gaya Hidup Terhadap Loyalitas Pelanggan Pada Pengguna Produk Iphone dengan menggunakan metode penelitian Deskriptif Kuantitatif dan populasi dalam penelitian ini adalah mahasiswa FEB Universitas YARSI yang pernah membeli produk Iphone, dengan sampel yang berjumlah 100 responden. Metode pengumpulan data dengan menggunakan kuesioner. Analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) didapati hasil thitung $0.764 < 1.985$ dan nilai Signa $0.447 > 0.05$ yang artinya secara parsial tidak terdapt pengaruh yang signifikan antara Kualitas Produk terhadap Loyalitas Pelanggan. (2) didapati hasil thitung $3.212 > 1,985$ dan nilai Signa $0.002 < 0.05$ yang artinya secara parsial terdapat pengaruh yang positif dan signifikan antara Kepuasan Pelanggan terhadap Loyalitas Pelanggan. (3) didapati hasil thitung $3.275 > 1.985$ dan nilai Signa $0.001 < 0.05$ yang artinya secara parsial terdapat pengaruh yang positif dan signifikan antara Citra Merek terhadap Loyalitas Pelanggan. (4) didapati hasil thitung $3.682 > 1.985$ dan nilai Signa $0.000 < 0.05$ yang artinya secara parsial terdapat pengaruh yang positif dan signifikan antara Gaya Hidup terhadap Loyalitas Pelanggan. (5) didapati nilai fhitung $34.566 > 2.46$ yang artinya secara bersama-sama terdapat pengaruh yang signifikan pada variable Kualitas Produk, Kepuasan Pelanggan, Citra Merek, dan gaya Hidup terhadap Loyalitas Pelanggan. (6) Kualitas produk, kepuasan pelanggan, citra merek, dan gaya hidup terhadap loyalitas pelanggan pada pengguna Iphone sudah taat pada syariat islam

Kata kunci : kualitas produk , kepuasan pelanggan , citra merek ,, gaya hidup dan loyalitas pelanggan

ABSTRACT

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The Influence of Product Quality, Customer Satisfaction, Brand Image and Lifestyle on Customer Loyalty in Iphone Product Users and Views According to Islamic Religion (Case Study of Iphone Purchases in Students/I FEB Yarsi University)

Abstract Description

This research was conducted with the aim of knowing the effect of Product Quality, Customer Satisfaction, Brand Image and Lifestyle on Customer Loyalty on Iphone Product Users and to find out how the Islamic View of the Simultaneous Effect of Product Quality, Customer Satisfaction, Brand Image and Lifestyle on Customer Loyalty on Iphone Product Users using the Quantitative Descriptive research method and the population in this study were YARSI University FEB students who had purchased Iphone products, with a sample of 100 respondents. Data collection method using a questionnaire. Data analysis using multiple linear regression analysis. The results of the study show that: (1) the tcount results are $0.764 < 1.985$ and the Signa value is $0.447 > 0.05$, which means that partially there is no significant effect between Product Quality on Customer Loyalty. (2) the results obtained tcount $3.212 > 1.985$ and a Signa value of $0.002 < 0.05$, which means that partially there is a positive and significant influence between Customer Satisfaction on Customer Loyalty. (3) tcount $3.275 > 1.985$ and Signa value $0.001 < 0.05$ which means that partially there is a positive and significant influence between Brand Image on Customer Loyalty. (4) the results obtained tcount $3.682 > 1.985$ and Signa value $0.000 < 0.05$, which means that partially there is a positive and significant influence between Lifestyle on Customer Loyalty. (5) it is found that the value of fcount is $34.566 > 2.46$ which means that together there is a significant influence on the variable Product Quality, Customer Satisfaction, Brand Image, and Lifestyle on Customer Loyalty. (6) Product quality, customer satisfaction, brand image, and lifestyle on customer loyalty for iPhone users who comply with Islamic law

Keywords : product quality, customer satisfaction, brand image, lifestyle and customer loyalty