

ABSTRAK

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Pengaruh Kualitas Pelayanan, Persepsi Harga Dan Kepuasan Pelanggan Terhadap Minat Beli Ulang Pada Kosmetik Madame Gie Di Madame Gie Store Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Konsumen Produk Kosmetik Madame Gie Di Wilayah Kota Administrasi DKI Jakarta)

Abstrak

Penelitian ini bertujuan untuk menjelaskan pengaruh Kualitas Pelayanan, Persepsi Harga, dan Kepuasan Pelanggan terhadap Minat Beli Ulang dan Tinjauannya dari Sudut Pandang Islam. Sampel dalam penelitian ini adalah 150 konsumen Kosmetik Madame Gie. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan menggunakan instrumen kuisisioner melalui google form. Metode analisis data yang digunakan yaitu analisis regresi berganda, uji t (parsial) dan uji F (simultan). Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif terhadap minat beli ulang. Persepsi harga berpengaruh positif terhadap minat beli ulang dan kepuasan pelanggan berpengaruh positif terhadap minat beli ulang. Tinjauan Islam menjelaskan bahwa dalam kualitas pelayanan dan persepsi harga kepada pelanggan harus sesuai syari'at Islam dan tidak boleh menzalimi sesama manusia. Kepuasan pelanggan merupakan wujud dari rasa syukur. Semua hal tersebut dapat memiliki pengaruh baik terhadap minat beli jika didasari aturan syari'at Islam, penuh keikhlasan dan rasa syukur kepada Allah SWT.

Kata kunci: kualitas pelayanan, persepsi harga, kepuasan pelanggan, dan minat beli ulang.

ABSTRACT

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The Effect of Service Quality, Price Perceptions, and Customer Satisfaction on Repurchase Interests in Madame Gie Cosmetics at Madame Gie Stores and Their Views from an Islamic Perspective (Case Study on Consumers of Madame Gie Cosmetic Products in the Administrative City Region of DKI Jakarta)

Abstract

This study aims to explain the influence of Service Quality, Price Perception, and Customer Satisfaction on Repurchase Intentions and the Review from an Islamic Perspective. The sample in this study were 150 consumers of Madame Gie Cosmetics. The sampling technique used was purposive sampling. Data was collected using a questionnaire instrument through the Google form. The data analysis method used is multiple regression analysis, t test (partial) and F test (simultaneous). The results of the study show that service quality has a positive effect on repurchase intention. Perceived price has a positive effect on repurchase intention and customer satisfaction has a positive effect on repurchase intention. The Islamic review explains that service quality and price perceptions to customers must be in accordance with Islamic law and must not tyrannize fellow human beings. Customer satisfaction is a form of gratitude. All of these things can have a good influence on buying interest if they are based on Islamic shari'a rules, full of sincerity and gratitude to Allah SWT.

Keywords: service quality, price perception, customer satisfaction, and repurchase intention.