

ABSTRAK

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Pengaruh Kualitas Produk dan Gaya Hidup Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi: Studi Kasus Pada Produk Pashmina Viscose Merek Lozy Hijab Serta Tinjauannya Dari Sudut Pandang Islam

142 halaman + xiv halaman + 6 gambar + 17 tabel + 4 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan gaya hidup terhadap kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi. Populasi dalam penelitian ini adalah konsumen yang pernah membeli Pashmina Viscose merek Lozy Hijab minimal 2 kali di wilayah DKI Jakarta. Sampel yang digunakan dalam penelitian ini sebanyak 100 responden yang diperoleh melalui teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada responden. Metode analisis data yang digunakan adalah Partial Least Square Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa: (1) Kualitas Produk tidak berpengaruh terhadap Loyalitas Pelanggan, (2) Gaya Hidup berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (3) Kualitas Produk berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan, (4) Gaya Hidup tidak berpengaruh terhadap Kepuasan Pelanggan, (5) Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (6) Kepuasan Pelanggan mampu memediasi Kualitas Produk Terhadap Loyalitas Pelanggan, (7) Kepuasan Pelanggan mampu memediasi Gaya Hidup Terhadap Loyalitas Pelanggan, (8) Kualitas Produk, Gaya Hidup, dan Kepuasan Pelanggan pada Produk Pashmina Viscose Merek Lozy Hijab telah sejalan dengan dengan prinsip-prinsip muamalah dalam Islam.

Kata Kunci: Kualitas Produk, Gaya Hidup, Loyalitas Pelanggan, Kepuasan Pelanggan, Pashmina Viscose, Lozy Hijab, Islam

ABSTRACT

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The Influence of Product Quality and Lifestyle on Customer Loyalty with Customer Satisfaction as a Mediating Variable: A Case Study on Lozy Hijab Brand Viscose Pashmina Products and Its Review from an Islamic Perspective

142 pages + xiv pages + 6 figures + 17 table + 4 appendices

Abstract Description

This study aims to examine the effect of product quality and lifestyle on customer satisfaction and its impact on customer loyalty, with customer satisfaction as a mediating variable. The population of this study consists of consumers who have purchased Pashmina Viscose products of the Lozy Hijab brand at least twice in the DKI Jakarta area. The sample used in this study comprises 100 respondents obtained through a purposive sampling technique. Data were collected through the distribution of questionnaires to the respondents. The data analysis method employed in this study is Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results of the study indicate that: (1) product quality has no significant effect on customer loyalty; (2) lifestyle has a positive and significant effect on customer loyalty; (3) product quality has a positive and significant effect on customer satisfaction; (4) lifestyle has no significant effect on customer satisfaction; (5) customer satisfaction has a positive and significant effect on customer loyalty; (6) customer satisfaction is able to mediate the effect of product quality on customer loyalty; (7) customer satisfaction is able to mediate the effect of lifestyle on customer loyalty; and (8) product quality, lifestyle, and customer satisfaction of Pashmina Viscose products of the Lozy Hijab brand are in accordance with the principles of Islamic muamalah.

Keywords: Product Quality, Lifestyle, Customer Loyalty, Customer Satisfaction, Viscose Pashmina, Lozy Hijab, Islam