

ABSTRAK

**Fakultas Ekonomi dan Bisnis
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Pengaruh Kualitas Produk, Social Media Marketing, Persepsi Harga, dan Pelayanan Digital Terhadap Kepuasan Pelanggan Pada Produk Wardah Dalam Sudut Pandang Islam (Studi Kasus Konsumen Pengguna Produk Wardah Di Bekasi Utara)

130 + xvi halaman, 27 tabel, 3 gambar, 7 lampiran

Uraian Abstrak

Penelitian ini memiliki tujuan untuk mengetahui pengaruh kualitas produk, *social media marketing*, persepsi harga, dan pelayanan digital terhadap kepuasan pelanggan pada produk wardah dalam sudut pandang islam. Sampel dalam penelitian ini adalah pengguna produk Wardah di Bekasi Utara yang berjumlah 110 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik pengumpulan data dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis yang digunakan yaitu metode *Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil Penelitian ini menunjukkan (1) kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan (2) social media marketing berpengaruh positif dan signifikan terhadap kepuasan pelanggan (3) persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan (4) pelayanan digital tidak berpengaruh terhadap kepuasan pelanggan (5) menurut sudut pandang kualitas produk, social media marketing, persepsi harga, dan pelayanan digital dapat dikatakan telah menetapkan prinsip dan syariat Islam. Sebagai umat islam tentunya mengharapkan keuntungan dalam melakukan kegiatan bisnis yang dianjurkan sesuai pedoman yang diatur dan ditetapkan oleh Allah SWT melalui Al-Quran dan Hadits.

Kata Kunci : Kualitas Produk, Social Media Marketing, Persepsi Harga, Pelayanan Digital, Islam.

ABSTRACT

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The Influence of Product Quality, Social Media Marketing, Price Perceptions, and Digital Services on Wardah Product Customer Satisfaction From an Islamic Perspective (Case Study of Consumers Using Wardah Products in North Bekasi)

130 + xvi pages, 27 tables, 3 figures, 7 appendices

Abstract Description

This Research aims to determine the influence of product quality, social media marketing, price perceptions, and digital services on customer satisfaction for Wardah products from an Islamic perspective. The sample in this study was users of Wardah products in North Bekasi, totaling 110 respondents. The sampling technique used was purposive sampling. The data collection technique uses a survey method with a questionnaire instrument. The analytical method used is the Partial Least Square Structural Equation Modeling (PLS-SEM). The research results show (1) product quality has a positive and significant effect on customer satisfaction (2) social media marketing has a positive and significant effect on customer satisfaction (3) price perception has a positive and significant effect on customer satisfaction (4) digital services has no effect on customer satisfaction (5) seen from product quality, social media marketing, price perception, and digital services can be said to have established Islamic and sharia principles. As Muslims, of course we expect profits in carrying out recommended business activities according to the guidelines regulated and established by Allah SWT through the Al-Quran and Hadith.

Keywords: Product Quality, Social Media Marketing, Price Perception, Digital Services, Islam.