

ABSTRAK

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2019**

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Pengaruh Kualitas Layanan, Harga dan Produk terhadap Kepuasan Pelanggan Restoran Richeese Factory serta tinjauan menurut sudut pandang Islam.

92+xvii halaman, 18 tabel, 3 gambar, 5 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Layanan, Harga dan Produk terhadap Kepuasan Pelanggan di Restoran Richeese Factory dan ditinjau dari sudut pandang Islam. Sampel dalam pengambilan sampel sebanyak 100 pelanggan Richeese Factory Kalimantan dengan menggunakan metode *nonprobability sampling* yaitu pengambilan sampel yang tidak memberi peluang atau menjadi sampel karena pertimbangan tertentu. Berdasarkan hasil penelitian diperoleh kesimpulan: (1) bahwa Kualitas layanan mempunyai pengaruh yang positif dan signifikan terhadap Kepuasan Pelanggan. (2) Harga mempunyai pengaruh yang positif dan signifikan terhadap Kepuasan Pelanggan. (3) Produk mempunyai pengaruh yang positif dan signifikan terhadap Kepuasan Pelanggan. (4) Kualitas layanan, harga dan Produk secara simultan mempunyai pengaruh yang signifikan terhadap kepuasan pelanggan. Tinjauan Islam tentang Pengaruh Kualitas Layanan, Harga dan Produk Terhadap Kepuasan Pelanggan dimana segala sistem perekonomian yang diterapkan dan perilaku para ekonominya tidak boleh menyimpang, merugikan serta bertentangan dengan kaidah-kaidah yang ditentukan.

Kata kunci : Kualitas Layanan, Harga, Produk, Kepuasan Pelanggan

ABSTRACT

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Effect of Service Quality, Price and Products on Richeese Factory Restaurant Customer Satisfaction and review from an Islamic perspective.

92+xviii pages, 18 tables, 3 pictures, 5 attachments

Abstract Description

This study aims to analyze the effect of Service Quality, Prices and Products on Customer Satisfaction in Richeese Factory Restaurants and viewed from an Islamic perspective. Samples in taking a sample of 100 Kalimalang Richeese Factory customers by using a nonprobability sampling method that is sampling that does not provide an opportunity or become a sample because of certain considerations. Based on the results of the study concluded: (1) that service quality has a positive and significant impact on customer satisfaction. (2) Price has a positive and significant effect on Customer Satisfaction. (3) Products have a positive and significant impact on Customer Satisfaction. (4) Simultaneous service quality, price and product have a significant effect on customer satisfaction. Islamic review of the effect of service quality, prices and products on customer satisfaction where all the economic systems that are applied and the behavior of its economics must not deviate, harm and contradict the rules that are determined.

Keywords: Service Quality, Price, Product, Customer Saticfaction

