

ABSTRAK

Della Ramahdani (3012201030)

Pengaruh Kualitas Produk Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Filter Air Pada PT. Pacific Mega Prima

xvi + 112 halaman

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan kualitas produk terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening pada pelanggan filter air di PT. Pacific Mega Prima. Metode penelitian yang dipergunakan dalam penelitian ini adalah kuantitatif,

Populasi dalam penelitian ini adalah konsumen yang pernah membeli dan menggunakan produk filter di PT. Pacific Mega Prima di wilayah Jakarta, menggunakan rumus slovin diperoleh dengan sampel 105 responden. Pengumpulan data pada penelitian ini menggunakan kuesioner, uji statistik dan uji hipotesis menggunakan analisis jalur.

Hasil penelitian dapat disimpulkan Harga berpengaruh signifikan terhadap kepuasan pelanggan filter air di PT. Pacific Mega Prima dengan nilai t hitung $>$ dari t tabel ($4,945 > 1,98326$) dan nilai signifikan $< 0,05$. Kualitas produk berpengaruh signifikan terhadap kepuasan pelanggan filter air di PT. Pacific Mega nilai t hitung $>$ dari t tabel ($6,582 > t$ tabel $1,98326$) dan nilai signifikan $< 0,05$. Harga berpengaruh signifikan terhadap loyalitas pelanggan filter air di PT. Pacific Mega Prima nilai t hitung $>$ dari t tabel ($7,930 > t$ tabel $1,98326$) dan nilai signifikan $< 0,05$. Kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan filter air di PT. Pacific Mega Prima nilai t hitung $>$ dari t tabel ($7,818 > t$ tabel $1,98326$) dan nilai signifikan $< 0,05$. Kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan filter air di PT. Pacific Mega Prima nilai t hitung $>$ dari t tabel ($11,712 > t$ tabel $1,98326$) dan nilai signifikan $< 0,05$. Harga berpengaruh signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening pada pelanggan filter air di PT. Pacific Mega Prima nilai diperoleh t hitung $>$ dari t tabel ($2,216 > t$ tabel $1,98326$) dan nilai signifikan $< 0,05$. Kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening pada pelanggan filter air di PT. Pacific Mega Prima dengan nilai t hitung $>$ dari t tabel ($4,263 > t$ tabel $1,98326$) dan nilai signifikan $< 0,05$.

Kata Kunci : Kualitas Produk, Harga, Loyalitas Pelanggan dan Kepuasan Pelanggan

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ABSTRACT

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The Influence of Product Quality and Price on Customer Loyalty Through Water Filter Customer Satisfaction at PT. Pacific Mega Prima

xvi + 112 pages

This study is intended to test the effect of price and product quality on customer loyalty through customer satisfaction as an intervening variable on water filter customers at PT. Pacific Mega Prima. The research method used in this study is quantitative.

The population in this study were consumers who had purchased and used filter products at PT. Pacific Mega Prima in the Jakarta area, using the Slovin formula obtained with a sample of 105 respondents. Data collection in this study used questionnaires, statistical tests and hypothesis tests using path analysis.

The results of the study can be concluded that price has a significant effect on customer satisfaction of water filters at PT. Pacific Mega Prima with a calculated t value > from t table ($4.945 > 1.98326$) and a significant value < 0.05 . Product quality has a significant effect on customer satisfaction of water filters at PT. Pacific Mega, the calculated t value > from t table ($6.582 > 1.98326$) and a significant value < 0.05 . Price has a significant effect on customer loyalty of water filters at PT. Pacific Mega Prima, the calculated t value > from t table ($7.930 > 1.98326$) and a significant value < 0.05 . Product quality has a significant effect on customer loyalty of water filters at PT. Pacific Mega Prima, the calculated t value > from t table ($7.818 > 1.98326$) and a significant value < 0.05 . Customer satisfaction has a significant effect on customer loyalty of water filters at PT. Pacific Mega Prima t value > from t table ($11.712 > 1.98326$) and significant value < 0.05 . Price has a significant effect on customer loyalty through customer satisfaction as an intervening variable on water filter customers at PT. Pacific Mega Prima value obtained t count > from t table ($2.216 > 1.98326$) and significant value < 0.05 . Product quality has a significant effect on customer loyalty through customer satisfaction as an intervening variable on water filter customers at PT. Pacific Mega Prima with t count > from t table ($4.263 > 1.98326$) and significant value < 0.05 .

Keyword : Product Quality, Price, Customer Loyalty and Customer Satisfaction

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