ABSTRAK

Putri Lukitasari, 2017, Pengaruh Kualitas Produk, Persepsi Harga dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Istiqomah Aqiqah Sidoarjo. Skripsi Manajemen Dakwah Fakultas Dakwah Dan Komunikasi Universitas Islam Negeri Sunan Ampel Surabaya.

Di masa sekarang, masyarakat muslim Indonesia melakukan ritual terdahulu yaitu aqiqah. Karenanya, aqiqah dianggap sebagai tanda ungkapan rasa syukur atas kelahiran sang bayi di dunia. Dengan harapan, supaya anak menjadi orang yang berbakti kepada kedua orang tua, agama, nusa dan bangsa. Sehingga jasa aqiqah banyak diminati oleh masyarakat saat ini karena dirasa lebih mudah dan instan. Hal ini menjadi keunikan bagi peneliti untuk meneliti faktor yang membuat pelanggan istiqomah aqiqah puas terhadap kualitas produk, persepsi harga dan kualitas pelayanan. Terdapat beberapa hal yang menjadi fokus penelitian ini yaitu : 1) Adakah pengaruh kualitas produk, persepsi harga dan kualitas pelayanan secara parsial terhadap kepuasan pelanggan Istiqomah Aqiqah Sidoarjo? 2) Adakah pengaruh kualitas produk, persepsi harga dan kualitas pelayanan secara simultan terhadap kepuasan pelanggan Istiqomah Aqiqah Sidoarjo? 3) Faktor apakah yang paling dominan menetukan kepuasan pelanggan Istiqomah Aqiqah? 4) Berapakah prosentase kualitas produk, persepsi harga dan kualitas pelayanan terhadap kepuasan pelanggan Istiqomah Aqiqah Sidoarjo?

Penelitian ini menggunakan metode kuantitatif dengan pendekatan assosiatif. Teknik pengambilan sampel dalam penelitian ini adalah *Non Probability Sampling* dengan metode *Accidental Sampling*. Kemudian data dianalisis dengan teknik analisa regresi linier berganda.

Hasil penelitian menunjukkan bahwa secara parsial variabel kualitas produk, persepsi harga dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dengan nilai t_{hitung} kualitas produk 2,718, persepsi harga 7,886 dan kualitas pelayanan 2,146. Secara simultan variabel-variabel tersebut berpengaruh positif dan signifikan terhadap kepuasan pelanggan dengan nilai f_{hitung} sebesar 47,879. Sedangkan dari hasil analisis regresi linier berganda didapatkan persamaan regresi **Y (kepuasan pelanggan) = 3,821 + 0,139 X_1 (kualitas produk) + 0,539 X_2 (persepsi harga) + 0,092 X_3 (kualitas pelayanan).** Nilai *adjusted R Square* (R2) sebesar 0,497. Dari nilai tersebut diartikan bahwa, 47,9% kepuasan pelanggan dapat dipengaruhi oleh variabel kualitas produk, persepsi harga dan kualitas pelayanan. Sedangkan sisanya yaitu 52,1% kepuasan pelanggan dipengaruhi oleh variabel-variabel lain.

Kata Kunci : Kualitas Produk, Persepsi Harga, Kualitas Pelayanan, Kepuasan Pelanggan

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ABSTRACT

Putri Lukitasari, 2017, *The Influence of Product Quality, Price Perception and Quality Of Service To Customer Satisfaction Istiqomah Aqiqah Sidoarjo.* *Thesis of Da'wah Management Faculty of Da'wa and Communication of State Islamic University of Sunan Ampel Surabaya.*

In the present day, the Muslim community of Indonesia performed the previous ritual of aqiqah. Therefore, aqiqah is considered as a sign of gratitude for the birth of the baby in the world. With hope, so that children become devoted to both parents, religion, nusa and nation. So, aqiqah services much in demand by the community today because it feels easier and instant. It becomes uniqueness for researchers to examine the factors that make the customer Istiqomah Aqiqah satisfied to product quality, price perception and service quality. There are several things that become the focus of this research are: 1) Is there any influence of product quality, price perception and quality of service partially to customer satisfaction Istiqomah Aqiqah Sidoarjo? 2) Is there any influence of product quality, price perception and service quality simultaneously to customer satisfaction Istiqomah Aqiqah Sidoarjo? 3) What is the most dominant factor determining customer satisfaction Istiqomah Aqiqah?

This research uses quantitative method with associative approach. Sampling technique in this research is Non Probability Sampling with Accidental Sampling method. Then the data were analyzed by multiple linear regression analysis technique.

The results showed that partially product quality variable, price perception and service quality have positive and significant effect to customer satisfaction with t_{count} of product quality 2,718, price perception 7,886 and service quality 2,146. Simultaneously these variables have a positive and significant effect on customer satisfaction with a f_{count} of 47.879. While the result of multiple linear regression analysis obtained regression equation Y (customer satisfaction) = 3,821 + 0,139 X1 (product quality) + 0,539 X2 (perception of price) + 0,092 X3 (service quality). The adjusted value of R Square (R2) is 0.497. Of the value means that, 47.9% customer satisfaction can be influenced by variable quality product, perception of price and quality of service. While the rest is 52.1% customer satisfaction is influenced by other variables.

Keywords: Product Quality, Perception of Price, Service Quality, Customer Satisfaction

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