

ABSTRAK

Penelitian ini berjudul Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Konsumen di Toko Zhafira Boutique Cikarang. Tujuan Penelitian ini adalah untuk mengetahui pengaruh Harga dan Kualitas Pelayanan secara bersama-sama dan secara parsial terhadap Kepuasan Kosumen di Toko Zhafira Boutique Cikarang. Data penelitian diperoleh dari hasil penyebaran kuesioner, dan jumlah responden sebanyak 60 konsumen, selanjutnya data diolah menggunakan SPSS versi 25. Teknik pengujian instrumen dalam penelitian ini adalah uji validitas dan uji reliabilitas, sedangkan teknik analisis data yang digunakan adalah uji asumsi klasik dan uji hipotesis. Hasil penelitian menunjukkan bahwa variabel harga berpengaruh dan signifikan terhadap kepuasan konsumen di Toko Zhafira Boutique Cikarang karena berdasarkan uji t didapatkan nilai $t_{hitung} < t_{tabel}$ atau $29,992 > 1,655$ dan nilai signifikan $0,000 < 0,05$. Variabel kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen di Toko Zhafira Boutique Cikarang karena berdasarkan uji t didapatkanni $t_{hitung} < t_{tabel2}$ atau $4,788 > 1,655$ dan nilai signifikan $0,010 < 0,05$. Variabel bebas yang mencakup harga dan kualitas pelayanan secara simultan (bersama-sama) memiliki pengaruh positif dan signifikan terhadap variabel terikat kepuasan konsumen di Toko Zhafira Boutique Cikarang.

Kata kunci: Harga, Kualitas Pelayanan, Kepuasan Konsumen.

ABSTRACT

This research is entitled The Influence of Price and Service Quality on Consumer Satisfaction at the Zhafira Boutique Cikarang Store. The aim of this research is to determine the influence of Price and Service Quality jointly and partially on Customer Satisfaction at the Zhafira Boutique Cikarang Store. Research data was obtained from the results of distributing questionnaires, and the number of respondents was 60 consumers, then the data was processed using SPSS version 25. The instrument testing techniques in this research were validity and reliability tests, while the data analysis techniques used were classical assumption tests and hypothesis tests. The results of the research show that the price variable has a significant and influential effect on consumer satisfaction at the Zhafira Boutique Cikarang Store because based on the t test, the value of $t_{count} < t_{table}$ or $29.992 > 1.655$ and a significant value of $0.000 < 0.05$. The service quality variable has a positive and significant effect on consumer satisfaction at the Zhafira Boutique Cikarang Store because based on the t test it was found that $t_{count} < t_{table2}$ or $4.788 > 1.655$ and a significant value of $0.010 < 0.05$. The independent variable which includes price and service quality simultaneously (together) has a positive and significant influence on the dependent variable of consumer satisfaction at the Zhafira Boutique Cikarang Store.

Keywords: Price, Service Quality, Consumer Satisfaction.