

## ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Produk, Kualitas Pelayanan, Harga, Dan Biaya Terhadap Kepuasan Pelanggan”, hal ini ditulis oleh Deni Arisandi dengan nomor induk mahasiswa 17402153146 jurusan ekonomi syariah, fakultas ekonomi dan bisnis islam (FEBI), Institut Agama Islam Negeri (IAIN) Tulungagung dengan pembimbing oleh Dr. Nur Aini Latifah, SE.,MM.

Penelitian dalam skripsi ini latar belakangnya oleh bagaimana Kualitas Produk, Kualitas Pelayanan, Harga, dan Biaya agar baik serta dapat memegang peran utama dalam memberikan kepuasan kepada para pelanggannya. Sebuah perusahaan rumah makan khususnya John's Resto Tulungagung yang memiliki kualitas produk, kualitas pelayanan yang baik, harga dan biaya yang baik maka akan tercipta suatu kepuasan pelanggan.

Rumusan Masalah pada penelitian ini adalah: (1) Apakah ada pengaruh secara signifikan antara Kualitas Produk terhadap kepuasan pelanggan di Restoran John's Resto? (2) Apakah ada pengaruh secara signifikan antara Kualitas Pelayanan terhadap kepuasan pelanggan di restoran John's Resto? (3) Apakah ada pengaruh secara signifikan antara Harga terhadap kepuasan pelanggan di restoran John's Resto? (4) Apakah ada pengaruh secara signifikan antara Biaya terhadap kepuasan pelanggan di restoran John's Resto? (5) Apakah terdapat pengaruh yang Bersama-sama antara Kualitas Produk, Kualitas Pelayanan, Harga, dan Biaya terhadap kepuasan pelanggan di restoran John's Resto. (6) Variabel mana yang dominan berpengaruh terhadap kepuasan pelanggan di John's Resto?

Hal ini bertujuan untuk menguji pengaruh kualitas produk, kualitas pelayanan, harga dan biaya berpengaruh positif secara signifikan terhadap kepuasan pelanggan John's Resto Tulungagung, serta secara parsial dan simultan (Bersama-sama) dan yang dominan berpengaruh. Penelitian ini menggunakan pendekatan kuantitatif, teknik pengambilan data menggunakan kuesioner, populasi responden pelanggan John's Resto Tulungagung dengan jumlah sampel 50 responden.

Analisis data yang digunakan meliputi Regresi: 1. Uji validitas dan uji reabilitas, 2. Asumsi klasik meliputi uji normalitas, uji multikolinieritas, uji autokorelasi, uji heteroskedastisitas, 3. Uji regresi linier berganda, 4. Uji hipotesis yaitu uji t, dan uji f.

Hasil penelitian ini menunjukkan bahwa: kualitas produk, kualitas pelayanan, harga dan biaya berpengaruh positif dan signifikan dan secara bersama-sama semua variabel berpengaruh positif dan signifikan terhadap kepuasan pelanggan John's Resto, serta dapat diketahui variabel yang dominan berpengaruh terhadap kepuasan pelanggan.

**Kata Kunci:** Kualitas Produk, Kualitas Pelayanan, Harga, Biaya, dan Kepuasan Pelanggan.

## **ABSTRACT**

*Thesis with the title "Effect of Product Quality, Service Quality, Price, and Cost on Customer Satisfaction", this was written by Deni Arisandi with student number 17402153146 majoring in Islamic economics, Islamic economics and business faculty (FEBI), State Islamic Institute ( IAIN) Tulungagung with a supervisor by Dr. Nur Aini Latifah, SE., MM.*

*The research in this thesis is based on how Product Quality, Service Quality, Price, and Cost are good and can play a major role in giving satisfaction to its customers. A restaurant company especially John's Resto Tulungagung has product quality, good service quality, good price and cost, it will create a customer satisfaction.*

*Problem formulation in this study are: (1) Is there a significant influence between Product Quality on customer satisfaction at Restaurant John's Resto? (2) Is there a significant influence between Service Quality on customer satisfaction at John's Resto restaurant? (3) Is there a significant influence between Price on customer satisfaction at John's Resto restaurant? (4) Is there a significant influence between Cost to customer satisfaction in John's restaurant Resto? (5) Are there influences that are Together between Quality Product, Service Quality, Price, and Cost to customer satisfaction at John's Resto restaurant (6) Which variable is dominantly influencing customer satisfaction at John's Resto?*

*This aims to test the effect of product quality, service quality, price and cost to positively influence significance to customer satisfaction of John's Resto Tulungagung, as well as partially and silmultan (Together) and dominantly influential. This study uses a quantitative approach, data collection techniques using questionnaires, customer respondent population John's Resto Tulungagung with a sample of 50 respondents.*

*Data analysis used include Regression: 1. Test the validity and reliability test, 2. Classical assumptions include normality test, multikoliniertas test, autocorrelation test, heterocedasticity test, 3. Test multiple linear regression, 4. Test hypotheses namely t test, and test f.*

*Research results this shows that: product quality, service quality, price and cost positive and significant effect and together all variables have a positive and significant effect on customer satisfaction at John's Resto, and can be known that the dominant variable influences customer satisfaction.*

*Keywords: Product Quality, Service Quality, Price, Cost, and Customer Satisfaction.*