

ABSTRAK

Skripsi dengan judul “**Pengaruh Kualitas Produk, Kualitas Pelayanan, Emosional dan Harga Terhadap Kepuasan Konsumen di Kedai Kopi Kelakon Plosokandang Tulungagung Dalam Perspektif Ekonomi Islam**” ini ditulis oleh Olivia Laura Meliana, NIM 17402163160”, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam Negeri Tulungagung, pembimbing Dr. Hj. Nur Aini Latifah, SE., M.M.

Penelitian ini dilatarbelakangi oleh banyaknya orang yang suka minum kopi pada saat ingin begadang atau hanya sekedar berkumpul bersama teman-teman dengan memilih *coffee shop* yang indah dengan pelayanan mewah. Salah satunya yaitu memilih cara menikmati kopi di warung kopi biasa dengan harga yang relatif murah tetapi memberikan kepuasan rasa kopi yang dinikmatinya. Sehingga banyak orang yang beranggapan daripada minum kopi di tempat yang mahal tetapi biasa dalam hal rasa, lebih baik menikmati kopi di warung biasa yang memberikan kenikmatan rasa sesuai dengan yang diinginkan.

Tujuan penelitian ini adalah sebagai berikut : (1) Untuk menguji pengaruh kualitas produk terhadap kepuasan konsumen di kedai kopi kelakon Plosokandang Tulungagung. (2) Untuk menguji pengaruh kualitas pelayanan terhadap kepuasan konsumen di kedai kopi kelakon Plosokandang Tulungagung. (3) Untuk menguji pengaruh emosional terhadap kepuasan konsumen di kedai kopi kelakon Plosokandang Tulungagung. (4) Untuk menguji pengaruh harga terhadap kepuasan konsumen di kedai kopi kelakon Plosokandang Tulungagung. (5) Untuk menguji pengaruh kualitas produk, kualitas pelayanan, emosional, harga dan biaya terhadap kepuasan konsumen di kedai kopi kelakon Plosokandang Tulungagung.

Metode penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Sumber data yang diperoleh yaitu data primer dan data sekunder. Teknik pengumpulan data pada penelitian ini menggunakan angket atau kuesioner dan dokumentasi. Pengambilan sampel menggunakan teknik *proportionate random sampling* dengan jumlah sampel sebanyak 50 responden. Pengukuran dalam penelitian ini menggunakan skala Likert. Metode analisis data yang digunakan adalah analisis regresi linear berganda untuk membuktikan hipotesis penelitian.

Hasil penelitian menunjukkan bahwa (1) Kualitas produk berpengaruh terhadap kepuasan konsumen di kedai kopi kelakon Plosokandang Tulungagung. (2) Kualitas pelayanan berpengaruh terhadap kepuasan konsumen di kedai kopi kelakon Plosokandang. (3) Emosional berpengaruh terhadap kepuasan konsumen di kedai kopi kelakon Plosokandang. (4) Harga berpengaruh terhadap kepuasan konsumen di kedai kopi kelakon Plosokandang. (5) Kualitas produk, kualitas pelayanan, emosional, harga dan biaya secara simultan berpengaruh terhadap kepuasan konsumen di kedai kopi kelakon Plosokandang Tulungagung. Kualitas produk, kualitas pelayanan, emosional dan harga pada kedai kopi sesuai dengan perspektif Ekonomi Islam.

Kata Kunci : Kualitas Produk, Kualitas Pelayanan, Emosional, Harga dan Kepuasan Konsumen

ABSTRACT

This thesis with the title “**The Effect of Product Quality, Service Quality, Emotional, and Price on Customer Satisfaction at the Kelakon Plosokandang Tulungagung Coffee Shop In Islamic Economic Perspective**” was written by Olivia Laura Meliana, NIM 17402163160 ", Department of Sharia Economics, Faculty of Economics and Islamic Business, Islamic Institute of Religion. Negeri Tulungagung, mentor Dr. Hj. Nur Aini Latifah, SE., M.M.

This research is motivated by the number of people who like to drink coffee when they want to stay up late or just hang out with friends by choosing a beautiful coffee shop with luxurious services. One of them is choosing how to enjoy coffee in an ordinary coffee shop at a relatively cheap price but gives satisfaction to the taste of the coffee he enjoys. So many people think that instead of drinking coffee in a place that is expensive but ordinary in terms of taste, it is better to enjoy coffee in an ordinary shop that provides the desired taste pleasure.

The objectives of this study are as follows: (1) To examine the effect of product quality on consumer satisfaction at the Plosokandang Tulungagung Coffee Shop. (2) To examine the effect of service quality on customer satisfaction at the Plosokandang Tulungagung coffee shop. (3) To test the emotional effect on consumer satisfaction at the Plosokandang Tulungagung coffee shop. (4) To examine the effect of price on consumer satisfaction at the Plosokandang Tulungagung coffee shop. (5) To examine the effect of product quality, service quality, emotional, price and cost on consumer satisfaction at the Plosokandang Tulungagung coffee shop.

This research method uses a quantitative approach with associative research type. The data sources obtained are primary data and secondary data. Data collection techniques in this study using a questionnaire or questionnaire and documentation. Sampling using proportionate random sampling technique with a sample size of 50 respondents. Measurement in this study uses a Likert scale. The data analysis method used is multiple linear regression analysis to prove the research hypothesis.

The results showed that (1) the quality of the product had an effect on consumer satisfaction at the Plosokandang Tulungagung Coffee Shop. (2) Service quality has an effect on consumer satisfaction at the Plosokandang Tulungagung Coffee Shop. (3) Emotional influence on consumer satisfaction at the Plosokandang Tulungagung coffee shop. (4) Price affects consumer satisfaction at the Plosokandang Tulungagung Coffee Shop. (5) Product quality, service quality, emotional, price and cost simultaneously affect customer satisfaction at the Plosokandang Tulungagung kelakon coffee shop. Product quality, service quality, emotion and price at the Plosokandang comic shop are in accordance with the perspective of Islamic Economics because it is in accordance with syar'i principles and does not violate Islamic religious rules.

Keywords: Product Quality, Service Quality, Emotional, Price and Customer Satisfaction