

ABSTRAK

Skripsi dengan judul “**Pengaruh Teknik Promosi, Kualitas Produk, dan Harga terhadap Kepuasan Konsumen dalam Prespektif Islam (Studi Pada Unit Smartphone Merek Iphone di Iphone Centre Tulungagung)**” ini ditulis oleh Fahima Finurika NIM 12402193329, Pembimbing: Dr. H. Mashudi, M.Pd.I.

Kepuasan konsumen merupakan point penting perusahaan dalam perkembangan bisnis. Dengan memperhatikan kepuasan konsumen, perusahaan mampu bersaing dalam memberikan pelayanan kepada pelanggan. Untuk meningkatkan kepuasan konsumen, perusahaan menerapkan dan memperhatikan teknik pemasaran, kualitas produk, dan harga.

Tujuan dalam penelitian ini adalah (1) menguji pengaruh teknik promosi terhadap kepuasan konsumen smartphone merek Iphone di Iphone Centre Tulungagung. (2) menguji pengaruh kualitas produk terhadap kepuasan konsumen smartphone merek Iphone di Iphone Centre Tulungagung. (3) menguji pengaruh harga terhadap kepuasan konsumen smartphone merek Iphone di Iphone Centre Tulungagung. (4) menguji pengaruh teknik promosi, kualitas produk, dan harga terhadap kepuasan konsumen smartphone merek Iphone di Iphone Centre Tulungagung.

Penelitian ini menggunakan pendekatan kauntitatif dengan jenis asosiatif. Populasi dalam penelitian ini adalah *customer* smartphone Iphone di Iphone Centre Tulungagung sebesar kurang lebih 300 populasi. Teknik pengambilan sampel *non probability sampling* diperoleh 100 orang responden. Teknik pengumpulan data menggunakan angket. Teknik analisis data menggunakan pendekatan *particial least square*.

Hasil penelitian menunjukkan bahwa: (1) Secara parsial terdapat pengaruh positif dan signifikan antara Kualitas Produk terhadap Kepuasan Konsumen Smartphone di Iphone Centre Tulungagung. (2) Secara parsial terdapat pengaruh positif dan signifikan Kualitas Produk terhadap Kepuasan Konsumen Smartphone di Iphone Centre Tulungagung. (3) Secara parsial terdapat pengaruh positif dan signifikan Harga terhadap Kepuasan Konsumen Smartphone di Iphone Centre Tulungagung. (4) Teknik promosi, kualitas produk, dan harga memberikan pengaruh secara bersama-sama terhadap kepuasan konsumen dengan hasil 79% dan sisanya 21% dipengaruhi variabel lain di luar penelitian. Kepuasan konsumen di dalam ekonomi Islam adalah masalah dimana Islam sangat mementingkan keseimbangan kebutuhan fisik dan non fisik yang didasarkan atas nilai-nilai syariah. Oleh karena itu kepuasan seorang muslim dapat didasarkan dan terbentuk dari teknik pemasaran, kualitas produk, dan harga.

Kata kunci: *teknik promosi, kualitas produk, harga, kepuasan konsumen, prespektif islam*

ABSTRACT

*This thesis with title “**The Influence of Promotion Techniques, Product Quality, and Price on Consumer Satisfaction in an Islamic Perspective (Study of the Iphone Brand Smartphone Unit in the Iphone Center Tulungagung**” was written by Fahima Finurika NIM 12402193329, Advisor: Dr. H. Mashudi, M.Pd.I.*

Customer satisfaction is an important point in the company's business development. By paying attention to consumer satisfaction, companies are able to compete in providing services to customers. To increase customer satisfaction, the company implements and pays attention to marketing techniques, product quality and price.

The aims of this research were (1) to examine the effect of marketing techniques on consumer satisfaction with the Iphone brand smartphone at the Iphone Center Tulungagung. (2) to test the effect of product quality on consumer satisfaction of iPhone brand smartphones in the Iphone Center Tulungagung. (3) examining the effect of price on consumer satisfaction of iPhone brand smartphones in the Iphone Center Tulungagung. (4) examine the influence of promotion techniques, product quality, and price on consumer satisfaction with Iphone brand smartphones at Iphone Center Tulungagung.

This research used a quantitative approach with an associative type. The population in this study were iPhone smartphone customers at the Tulungagung Iphone Center of approximately 300 populations. The sampling technique of non-probability sampling obtained 100 respondents. Data collection techniques using a questionnaire. The data analysis technique uses the partial least squares approach.

The results of the research show that: (1) Partially there is a positive and significant influence between Product Quality on Smartphone Consumer Satisfaction at the Iphone Center Tulungagung. (2) Partially there is a positive and significant effect of Product Quality on Smartphone Consumer Satisfaction at the Iphone Center Tulungagung. (3) Partially there is a positive and significant effect of price on smartphone consumer satisfaction at the Iphone Center Tulungagung. (4) Marketing techniques, product quality, and price have a joint effect on consumer satisfaction with a result of 79% and the remaining 21% is influenced by other variables outside the research. Consumer satisfaction in the Islamic economy is masalah where Islam attaches great importance to the balance of physical and non-physical needs based on sharia values. Therefore the satisfaction of a Muslim can be based on and formed from marketing techniques, product quality and price.
Keywords: *ptomotion techniques, product quality, price, customer satisfaction, Islamic perspective*