

ABSTRAK

Skripsi dengan judul “Pengaruh Keragaman Produk, Persepsi Harga, Kualitas Produk, dan Labelisasi Halal terhadap Loyalitas Pelanggan di UMKM Aneka Keripik Sayuran Tya Ridky Berkah Blitar ini ditulis oleh Nur Uswatun Khasanah, NIM. 12405193213, Jurusan Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, pembimbing Fitriyanatsany, S.Sos., M.A.

Penelitian ini dilatarbelakangi oleh kebutuhan masyarakat akan produk makanan yang semakin meningkat. Hal ini memberikan peluang bagi para pelaku usaha untuk memberikan produk yang dicari oleh calon kosumen. Para pelaku bisnis berlomba-lomba untuk menarik konsumen dan mempertahankan loyalitas pelanggan mereka untuk membeli di tempat tersebut.

Tujuan penelitian ini adalah untuk (1) menguji pengaruh keragaman produk terhadap loyalitas pelanggan di umkm aneka keripik sayuran Tya Ridky Berkah Blitar; (2) menguji pengaruh persepsi harga terhadap loyalitas pelanggan di umkm aneka keripik sayuran Tya Ridky Berkah Blitar; (3) menguji pengaruh kualitas produk terhadap loyalitas pelanggan di umkm aneka keripik sayuran Tya Ridky Berkah Blitar; (4) menguji pengaruh labelisasi halal terhadap loyalitas pelanggan di umkm aneka keripik sayuran Tya Ridky Berkah Blitar; (5) menguji pengaruh kualitas produk, persepsi harga, kualitas produk, dan labelisasi halal terhadap loyalitas pelanggan di umkm aneka keripik sayuran Tya Ridky Berkah Blitar.

Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dan jenis penelitian asosiatif. Teknik pengambilan sampel yang digunakan yaitu *probability sampling - simple random sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 60 responden dengan menggunakan kuesioner sebagai metode pengumpulan data. Teknik analisis data yang digunakan dalam penelitian ini adalah uji kualitas data, uji asumsi klasik, uji regresi linear berganda, uji hipotesis, dan uji koefisien determinasi.

Berdasarkan pengujian hipotesis menggunakan uji t diketahui bahwa keragaman produk, persepsi harga, kualitas produk dan labelisasi halal berpengaruh positif dan signifikan terhadap loyalitas pelanggan di umkm aneka keripik sayuran Tya Ridky Berkah Blitar. Kemudian melalui uji F diketahui bahwa keragaman produk, persepsi harga, kualitas produk dan labelisasi halal berpengaruh positif dan signifikan secara bersama-sama terhadap loyalitas pelanggan di umkm aneka keripik sayuran Tya Ridky Berkah Blitar.

Kata Kunci : Keragaman Produk, Persepsi Harga, Kualitas Produk, Labelisasi Halal, dan Loyalitas Pelanggan

ABSTRACT

This thesis entitled “The Influence of Product Diversity, Perceived Price, Product Quality, and Halal Labeling on Customer Loyalty in MSME Assorted Vegetable Chips Tya Ridky Berkah Blitar was written by Nur Uswatun Khasanah, NIM. 12405193213, Department of Sharia Business Management, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, supervisor Fitrianiatsany, S.Sos., M.A.

This research is motivated by the increasing public demand for food products. This provides an opportunity for business actors to provide products that are sought after by potential customers. Business people are competing to attract consumers and maintain their customer loyalty to buy at that place.

The purpose of this study was to examine (1) the effect of product diversity on customer loyalty in the Tya Ridky Berkah Blitar variety of vegetable chips; (2) the effect of price perceptions on customer loyalty in the Tya Ridky Berkah Blitar variety of vegetable chips; (3) the effect of product quality on customer loyalty in the Tya Ridky Berkah Blitar variety of vegetable chips; (4) the effect of halal labeling on customer loyalty in the Tya Ridky Berkah Blitar variety of vegetable chips; (5) the effect of product quality, price perception, product quality, and halal labeling on customer loyalty in the various vegetable chips micro business of Tya Ridky Berkah Blitar.

The purpose of this study was to (1) examine the effect of product diversity on customer loyalty in Tya Ridky Berkah Blitar's various vegetable chips SMEs; (2) to examine the effect of price perceptions on customer loyalty in the Tya Ridky Berkah Blitar variety of vegetable chips; (3) examining the effect of product quality on customer loyalty in the Tya Ridky Berkah Blitar variety of vegetable chips; (4) testing the effect of halal labeling on customer loyalty in the Tya Ridky Berkah Blitar variety of vegetable chips; (5) examine the effect of product quality, price perception, product quality, and halal labeling on customer loyalty in the various vegetable chips sector, Tya Ridky Berkah Blitar.

Based on hypothesis testing using the t test, it is known that product variety, price perception, product quality and halal labeling have a positive and significant effect on customer loyalty in the Tya Ridky Berkah Blitar variety of vegetable chips. Then through the F test it is known that product diversity, price perception, product quality and halal labeling have a positive and significant effect on customer loyalty at the Tya Ridky Berkah Blitar variety of vegetable chips.

Keywords: Product Diversity, Perceived Price, Product Quality, Halal Labeling, and Customer Loyalty