

ABSTRAK

Skripsi dengan judul “Analisis Pengaruh Harga, Kualitas Produk, Kualitas Pelayanan, dan Kepercayaan terhadap Kepuasan Pelanggan pada Pengguna Jasa Jahit: Studi Kasus Desa Winong Kecamatan Tugu Kabupaten Trenggalek” ditulis oleh Irza Pratama, NIM 126405202162, pembimbing Badara Shofi Dana, S.E.,M.Si.

Penelitian ini dilatarbelakangi oleh perkembangan usaha dalam bidang fashion khususnya jasa jahit yang banyak bermunculan sehingga mengakibatkan persaingan diantara usaha-usaha tersebut. Desa Winong Kecamatan Tugu Kabupaten Trenggalek merupakan salah satu lokasi yang terjadi persaingan antar sesama jasa jahit. Setiap minggunya jumlah pelanggan di jasa jahit tersebut mengalami naik dan turun. Hal ini menunjukkan bahwa pelanggan mempunyai peran penting maka pelaku jasa jahit perlu memperhatikan kepuasan pelanggan. Kepuasan pelanggan merupakan hal yang penting untuk diperhatikan, karena akan berdampak terhadap keuntungan dan kemajuan bisnis dimasa yang akan datang untuk semakin meningkat. Faktor-faktor yang mempengaruhi kepuasan pelanggan diantaranya sesuai dengan variabel penelitian ini yaitu harga, kualitas produk, kualitas pelayanan, dan kepercayaan.

Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas produk, kualitas pelayanan, dan kepercayaan terhadap kepuasan pelanggan. Harga melalui kualitas produk dan pelayanan terhadap kepuasan pelanggan. Kualitas produk melalui kepercayaan terhadap kepuasan pelanggan. Kualitas pelayanan melalui kepercayaan terhadap kepuasan pelanggan.

Penelitian ini menggunakan metode pendekatan kuantitatif dan jenis penelitian asosiatif. Sumber data yang digunakan adalah data primer dengan jumlah sampel sebanyak 100 responden. Teknik pengumpulan data yang digunakan adalah kuesioner (angket). Pengolahan data yang digunakan yaitu SmartPLS 4.1.0.0. Penelitian ini menggunakan uji convergent validity, uji discriminant validity, uji reliabilitas, uji r-square, dan uji hipotesis.

Hasil penelitian ini menunjukkan bahwa harga tidak berpengaruh terhadap kepuasan pelanggan sedangkan kualitas produk, kualitas pelayanan, dan kepercayaan berpengaruh signifikan terhadap kepuasan pelanggan. Harga melalui kualitas produk dan kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan. Kualitas produk melalui kepercayaan berpengaruh signifikan terhadap kepuasan pelanggan. Kualitas pelayanan melalui kepercayaan berpengaruh signifikan terhadap kepuasan pelanggan.

Kata Kunci: Harga, Kualitas Produk, Kualitas Pelayanan, Kepuasan Pelanggan, Kuantitatif, Penelitian Asosiatif

ABSTRACT

The thesis with the title "Analysis of the Influence of Price, Product Quality, Service Quality, and Trust on Customer Satisfaction among Sewing Service Users: Case Study of Winong Village, Tugu District, Trenggalek Regency" was written by Irza Pratama, NIM 126405202162, supervisor Badara Shofi Dana, S.E.,M. Si.

This research is motivated by the development of businesses in the fashion sector, especially sewing services, which are emerging, resulting in competition between these businesses. Winong Village, Tugu District, Trenggalek Regency is one of the locations where there is competition between sewing services. Every week the number of customers at this sewing service goes up and down. This shows that customers have an important role, so sewing service providers need to pay attention to customer satisfaction. Customer satisfaction is an important thing to pay attention to, because it will have an impact on profits and business progress in the future to increase. Factors that influence customer satisfaction include those in accordance with the variables of this research, namely price, product quality, service quality, and trust.

This research aims to determine the influence of price, product quality, service quality, and trust on customer satisfaction. Price through product quality and service to customer satisfaction. Product quality through trust in customer satisfaction. Service quality through trust in customer satisfaction.

This research uses a quantitative approach and associative research. The data source used is primary data with a sample size of 100 respondents. The data collection technique used was a questionnaire. The data processing used is SmartPLS 4.1.0.0. This research uses convergent validity tests, discriminant validity tests, reliability tests, r-square tests, and hypothesis tests.

The results of this research show that price has no effect on customer satisfaction, while product quality, service quality and trust have a significant effect on customer satisfaction. Price through product quality and service quality has a significant effect on customer satisfaction. Product quality through trust has a significant effect on customer satisfaction. Service quality through trust has a significant effect on customer satisfaction.

Keywords: Price, Product Quality, Service Quality, Customer Satisfaction, Quantitative, Associative Research