

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Kepuasan Pelanggan Pada Produk Teh Poci Krisna (Studi Pada Mahasiswa FEBI UIN Tulungagung)” yang ditulis oleh Sherly Agustina Wartanti, NIM. 126405201051, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Dosen Pembimbing Dr. Nur Aziz Muslim, M.H.I.

Penelitian ini di latar belakang perkembangan bisnis bidang waralaba di Indonesia yang terus berevolusi, terutama bisnis *franchise* minuman, salah satunya minuman teh poci. Teh Poci yang terkenal di tengah masyarakat Tulungagung yakni Teh Poci Krisna. Banyaknya *franchise* minuman di Tulungagung mengakibatkan pihak perusahaan Teh Poci Krisna harus mengatur dan memahami faktor-faktor yang dapat mempengaruhi kepuasan pelanggan. Rumusan masalah dari penelitian ini, yaitu: 1) Apakah Kualitas Produk berpengaruh terhadap kepuasan pelanggan Teh Poci Krisna Tulungagung?, 2) Apakah Harga berpengaruh terhadap kepuasan pelanggan Teh Poci Krisna Tulungagung?, 3) Apakah Citra Merek berpengaruh terhadap kepuasan pelanggan Teh Poci Krisna Tulungagung?, 4) Apakah kualitas produk, harga, dan citra merek berpengaruh terhadap kepuasan pelanggan Teh Poci Krisna Tulungagung?.

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk, harga, dan citra merek terhadap kepuasan pelanggan pada produk Teh Poci Krisna Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif dan jenis penelitian asosiatif. Adapun pengambilan data menggunakan metode purposive sampling dengan jumlah sampel sebanyak 100 responden. Teknik analisis data telah memenuhi uji validitas, uji reliabilitas, uji asumsi klasik, dan uji regresi.

Berdasarkan hasil penelitian menunjukkan bahwa variabel kualitas produk, harga, dan citra merek secara parsial masing-masing berpengaruh positif dan signifikan terhadap kepuasan pelanggan Teh Poci Krisna Tulungagung, dibuktikan dengan hasil uji parsial pada atribut kualitas produk dengan nilai *tolerance* 0,512, harga dengan nilai *tolerance* 0,388, dan citra merek dengan nilai *tolerance* 0,490. Secara simultan variabel kualitas produk, harga, dan citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dibuktikan dengan hasil $F_{hitung} > F_{tabel}$ yaitu $22,720 > 2,36$.

Kata Kunci: Kualitas Produk, Harga, Citra Merek, Kepuasan Pelanggan

ABSTRACT

Thesis with the title "The Effect of Product Quality, Price, and Brand Image on Customer Satisfaction on Krisna Teapot Products (Study on FEBI UIN Tulungagung Students)" written by Sherly Agustina Wartanti, NIM. 126405201051, Sharia Business Management Study Program, Faculty of Economics and Islamic Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung, Supervisor Dr. Nur Aziz Muslim, M.H.I.

This research is motivated by the development of the franchise business in Indonesia which continues to evolve, especially the beverage franchise business, one of which is teapot drinks. Teapot tea that is well known in the Tulungagung community is Krisna Teapot Tea. The number of beverage franchises in Tulungagung has resulted in the Teh Poci Krisna company having to manage and understand the factors that can affect customer satisfaction. The formulation of the problem of this research, namely: 1) Whether Product Quality affects customer satisfaction of Teh Poci Krisna Tulungagung, 2) Whether Price affects customer satisfaction of Teh Poci Krisna Tulungagung, 3) Whether Brand Image affects customer satisfaction of Teh Poci Krisna Tulungagung, 4) Whether product quality, price, and brand image affect customer satisfaction of Teh Poci Krisna Tulungagung.

The purpose of this study was to determine the effect of product quality, price, and brand image on customer satisfaction on Krisna Tulungagung Poci Tea products.

This study uses a descriptive quantitative approach and associative research type. The data collection used purposive sampling method with a sample size of 100 respondents. The data analysis technique has met the validity test, reliability test, classical assumption test, and regression test.

Based on the results of the study, it shows that the variables of product quality, price, and brand image partially each have a positive and significant effect on customer satisfaction of Teh Poci Krisna Tulungagung, as evidenced by the partial test results on the product quality attribute with a tolerance value of 0.512, price with a tolerance value of 0.388, and brand image with a tolerance value of 0.490. Simultaneously, the variables of product quality, price, and brand image have a positive and significant effect on customer satisfaction, as evidenced by the results of $F_{hitung} > F_{tabel}$, namely $22.720 > 2.36$.

Keywords: *Product Quality, Price, Brand Image, Customer Satisfaction*