

ABSTRAK

Skripsi berjudul “Pengaruh Harga, Kualitas Pelayanan, Kualitas Produk, dan Etika Bisnis Islam Terhadap Kepuasan Konsumen Di Pasar Tradisional Langgeng Desa Wajak Lor” ini ditulis oleh laili Nur Fitriani, NIM. 126402201017, Pembimbing: Dr. Binti Nur Asiyah, M.Si.

Ketidakpuasan konsumen merupakan isu yang sering muncul di pasar tradisional. Ketidakpuasan ini seringkali muncul terkait harga yang tidak sebanding dengan kualitas pelayanan yang lambat dan kurang ramah dan kualitas produk yang tidak selalu segar. Selain itu, etika bisnis yang kurang mengikuti syariat islam seperti transparan, setiap konsumen berbeda harga. Faktor-faktor tersebut mampu mengurangi kepuasan konsumen terhadap pasar tradisional, sehingga perlu pemahaman untuk meningkatkan daya saing dan kepercayaan konsumen.

Tujuan Penelitian: 1) menganalisa pengaruh harga terhadap kepuasan konsumen di pasar tradisional langgeng Desa Wajak Lor. 2) menganalisa pengaruh kualitas pelayanan terhadap kepuasan konsumen di pasar tradisional langgeng Desa Wajak Lor. 3) menganalisa pengaruh kualitas produk terhadap kepuasan konsumen di pasar tradisional langgeng Desa Wajak Lor. 4) menganalisa pengaruh etika bisnis islam terhadap kepuasan konsumen di pasar tradisional langgeng Desa Wajak Lor. 5) menganalisa pengaruh harga, kualitas pelayanan, kualitas produk dan etika bisnis islam terhadap kepuasan konsumen di pasar tradisional langgeng Desa Wajak Lor.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Pengumpulan data melalui data primer. Adapun populasi dalam penelitian ini yaitu masyarakat Desa Wajak Lor, Desa Beji, Desa Kepuh dan Desa Karangrejo. Sampel yang digunakan pada penelitian ini yaitu 393 orang responden. Penelitian ini menggunakan Analisis Linier Berganda dan diuji menggunakan SPSS 25.

Hasil penelitian menunjukkan bahwa secara parsial harga berpengaruh positif dan signifikan terhadap kepuasan konsumen, menunjukkan bahwa harga yang dibayarkan sepadan dengan kualitas dan manfaat yang diterima membuat konsumen merasa puas. Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen, menunjukkan bahwa pelayanan yang didapat konsumen memadai, seperti respons yang cepat, keramahan, dan ketepatan layanan yang menghasilkan konsumen tersebut merasa puas. Kualitas produk berpengaruh negatif dan tidak signifikan terhadap kepuasan konsumen, menunjukkan bahwa kualitas produk tidak sebanding dengan harga dan kualitas produk tidak memenuhi standar atau ekspektasi konsumen seperti barang yang tidak segar. Etika bisnis islam berpengaruh positif dan signifikan terhadap kepuasan konsumen, menunjukkan bahwa konsumen memilih perusahaan yang menjalankan bisnis dengan prinsip-prinsip etika islam, seperti kejujuran dalam transaksi dan kepedulian terhadap kesejahteraan mereka, akan merasa dihargai dan diperlakukan dengan adil. Sedangkan secara simultan harga, kualitas pelayanan, kualitas produk dan etika bisnis islam secara bersamaan berpengaruh positif dan signifikan terhadap kepuasan konsumen. Dari hasil penelitian implikasi praktisnya yaitu pedagang dapat meningkatkan harga yang sesuai dengan kualitas produk dan pelayanan, serta etika bisnis yang sesuai dengan syariaah islam agar menciptakan kepuasan bagi konsumen.

Kata Kunci: *Harga, Kualitas Pelayanan, Kualitas Produk, Etika Bisnis Islam, Kepuasan Konsumen*

ABSTRACT

Thesis entitled "The Effect of Price, Service Quality, Product Quality, and Islamic Business Ethics on Consumer Satisfaction at Langgeng Traditional Market, Wajak Lor Village" was written by Laili Nur Fitriani, NIM. 126402201017, Advisor: Dr. Binti Nur Asiyah, M.Si. Consumer dissatisfaction is an issue that often arises in traditional markets. This dissatisfaction often arises related to prices that are not comparable to the quality of service that is slow and unfriendly and the quality of products that are not always fresh. In addition, business ethics that do not follow Islamic law such as transparency, each consumer has a different price. These factors can reduce consumer satisfaction with traditional markets, so understanding is needed to increase competitiveness and consumer trust.

Research Objectives: 1) to analyze the effect of price on consumer satisfaction at Langgeng Traditional Market, Wajak Lor Village. 2) to analyze the effect of service quality on consumer satisfaction at Langgeng Traditional Market, Wajak Lor Village. 3) to analyze the effect of product quality on consumer satisfaction at Langgeng Traditional Market, Wajak Lor Village. 4) analyzing the influence of Islamic business ethics on consumer satisfaction in the Langgeng traditional market, Wajak Lor Village. 5) analyzing the influence of price, service quality, product quality and Islamic business ethics on consumer satisfaction in the Langgeng traditional market, Wajak Lor Village.

This study uses a quantitative approach with an associative research type. Data collection through primary data. The population in this study are the people of Wajak Lor Village, Beji Village, Kepuh Village and Karangrejo Village. The sample used in this study was 393 respondents. This study uses Multiple Linear Analysis and is tested using SPSS 25.

The results of the study show that partially the price has a positive and significant effect on consumer satisfaction, indicating that the price paid is commensurate with the quality and benefits received, making consumers feel satisfied. Service quality has a positive and significant effect on consumer satisfaction, indicating that the services received by consumers are adequate, such as fast response, friendliness, and accuracy of service that results in consumers feeling satisfied. Product quality has a negative and insignificant effect on consumer satisfaction, indicating that product quality is not comparable to price and product quality does not meet consumer standards or expectations such as goods that are not fresh. Islamic business ethics have a positive and significant effect on consumer satisfaction, indicating that consumers choose companies that run businesses with Islamic ethical principles, such as honesty in transactions and concern for their welfare, will feel appreciated and treated fairly. While simultaneously price, service quality, product quality and Islamic business ethics simultaneously have a positive and significant effect on consumer satisfaction. From the results of the study, the practical implications are that traders can increase prices that are in accordance with product and service quality, as well as business ethics that are in accordance with Islamic law in order to create satisfaction for consumers.

Keywords: Price, Service Quality, Product Quality, Islamic Business Ethics, Consumer Satisfaction