

ABSTRACT
THE EFFECT OF SERVICE QUALITY, PRODUCTS AND PRICES ON CONSUMER
SATISFACTION IN ISLAMIC PRESPECTIVE
(Case study of Latansa Laundry Darussaalam Gontor Islamic Boarding School Ponorogo)
On Period: 2023-2024
Muhammad Hanafi Abdan
402019412046

The concept of company success in marketing to increase sales, where companies must pay attention to aspects of service, namely product quality satisfaction and price, quality products certainly also affect consumers, as well as prices. The purpose of the study was to determine the effect of service quality, Products and price quality on customer satisfaction at Latansa Laundry Darussalam Gontor Islamic Boarding School. The data collection technique in this study is the distribution of questionnaires. The method of data analysis is multiple linear regression. The results showed that the service quality variable had a partial and significant effect on customer satisfaction with a significance value of $0.000 < 0.05$. Therefore, H_0 is accepted and H_a is rejected, which means that product quality has a significant effect on customer satisfaction. Product variables partially and significantly affect customer satisfaction at Latansa Laundry, with a significance value of $0.000 < 0.05$. Therefore, H_0 is accepted and H_a is rejected, which means that product has a significant effect on customer satisfaction. The price variable has a partial and significant effect on customer satisfaction, with a significance value of $0.000 < 0.05$. Therefore, H_0 is accepted and H_a is rejected, which means that price quality has a significant effect on customer satisfaction. Service quality, product and price variables simultaneously and significantly affect customer satisfaction of Latansa Laundry in Darussalam Gontor Islamic Boarding School with an F table value of $570.850 > 3.943$, which means that service quality, product and price simultaneously affect customer satisfaction of Latansa Laundry. It is hoped that Latansa Laundry will continue to improve service quality, product quality and price. And can improve the product quality even more.

Keywords: Service Quality, Product, Price, Satisfaction, Islamic Prespective

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ABSTRAK
PENGARUH KUALITAS PELAYANAN, PRODUK DAN HARGA TERHADAP
KEPUASAN KONSUMEN DILA PRESPEKTIF ISLAM
(Studi kasus Latansa Laundry Pondok Modern Darussalam Gontor Ponorogo)

On Period: 2023-2024
Muhammad Hanafi Abdan

402019412046

Konsep kesuksesan perusahaan dalam pemasaran untuk meningkatkan penjualan, dimana perusahaan harus memperhatikan aspek-aspek pelayanan yaitu kepuasan kualitas produk dan harga, Kualitas produk yang bermutu tentunya juga mempengaruhi konsumen, begitu juga dengan harga. Tujuan penelitian untuk mengetahui pengaruh kualitas pelayanan, produk dan kualitas harga terhadap kepuasan konsumen di Latansa Laundry Pondok Modern Darussalam Gontor. Teknik pengumpulan data dalam penelitian ini adalah penyebaran angket (kuesioner) dan teknik wawancara. Metode analisis data menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa Variabel kualitas pelayanan berpengaruh secara parsial dan signifikan terhadap kepuasan konsumen, dengan nilai signifikansi sebesar $0,000 < 0,05$. Karenanya maka H_0 di terima dan menolak H_a di tolak yang artinya kualitas produk berpengaruh signifikan terhadap kepuasan konsumen. Variabel produk berpengaruh secara parsial dan signifikan terhadap kepuasan konsumen di Latansa Laundry, dengan nilai signifikansi $0,000 < 0,05$. Karenanya maka H_0 di terima dan menolak H_a di tolak. yang artinya produk berpengaruh signifikan terhadap kepuasan konsumen. Variabel harga berpengaruh secara parsial dan signifikan terhadap kepuasan konsumen, dengan nilai signifikansi sebesar $0,000 < 0,05$. Karenanya maka H_0 di terima dan menolak H_a di tolak yang artinya kualitas harga berpengaruh signifikan terhadap kepuasan konsumen Variabel kualitas pelayanan, produk dan harga berpengaruh secara simultan dan signifikan terhadap terhadap kepuasan konsumen Latansa Laundry di Pondok Modern Darussalam Gontor dengan nilai F tabel sebesar $570,850 > 3,943$ yang artinya kualitas pelayanan, produk dan harga secara simultan berpengaruh terhadap kepuasan konsumen di Latansa Laundry. Diharapkan kepada pihak Latansa Laundry untuk menjaga kualitas pelayanan, produk dan harga. Serta dapat meningkatkan kualitas produk yang lebih baik lagi.

Kata Kunci: Kualitas Pelayanan, Produk, Harga, Kepuasan, Prespektif Islam.

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