

ABSTRAK

Ferwati, NIM: 7203260002. Pengaruh Kualitas Pelayanan dan Harga pada Kepuasan Pelanggan Medan-Tembung. Skripsi, Jurusan Manajemen Program Studi Kewirausahaan, Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini akan bertujuan untuk menguji pengaruh variabel-variabel Independent yakni Kualitas Pelayanan, Harga terhadap variable dependen Kepuasan Pelanggan lokasi penelitian ini dilakukan di usaha paket data royal ponsel yang beralamat jalan pasar 10 M.Saman Medan-Tembung. Obyek penelitian ini adalah pelanggan yang telah melakukan pembelian ulang di usaha paket data internet di royal ponsel. Data dikumpulkan dengan membagikan kuesioner kepada 80 responden yang telah melakukan pembelian ulang di usaha paket data internet royal ponsel. Data hasil penyebaran kuesioner akan diolah menggunakan alat analisa software SPSS versi 25. Hasil dan uji analisis kuantitatif yang dipilih meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi berganda, pengujian hipotesis melalui uji t, uji F, serta analisis koefisien determinasi (R^2). Hasil olah data menunjukkan bahwa seluruh keseluruhan butir indikator yang digunakan dalam penelitian ini lolos dalam uji validitas dan dinyatakan valid. Hasil uji untuk keseluruhan variabel dari kuesioner adalah reliabel sehingga variabel-variabel tersebut layak untuk digunakan sebagai alat ukur. Dari hasil penelitian dan hasil analisis data, dapat ditarik kesimpulan sebagai berikut: terdapat pengaruh negative dan tidak signifikan dari variabel kualitas pelayanan terhadap kepuasan pelanggan royal ponsel. Terdapat pengaruh secara positif dan signifikan dari variabel harga terhadap kepuasan pelanggan royal ponsel.

Kata Kunci: *Kualitas Pelayanan, Harga, Kepuasan Pelanggan*

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ABSTRACT

Ferawati, NIM: 7203260002. The Effect of Service Quality and Price on Customer Satisfaction Medan-Tembung. Thesis, Department of Management, Entrepreneurship Study Program, Faculty of Economics, State University of Medan 2024.

This study aims to test the effect of Independent variables, namely Service Quality, Price on the dependent variable Customer Satisfaction, the location of this research was conducted at the royal ponsel data package business located at Jalan Pasar 10 M.Saman Medan-Tembung. The object of this research is customers who have made repeat purchases at the internet data package business at royal ponsel. Data was collected by distributing questionnaires to 80 respondents who had made repeat purchases at the royal ponsel internet data package business. The data from the distribution of the questionnaire will be processed using the SPSS software analysis tool version 25. The results and quantitative analysis tests selected include validity tests, reliability tests, classical assumption tests, multiple regression analysis, hypothesis testing through t-tests, F-tests, and coefficient of determination analysis (R²). The results of data processing show that all indicator items used in this study passed the validity test and were declared valid. The test results for all variables of the questionnaire are reliable so that these variables are suitable for use as measuring instruments. From the results of the study and the results of data analysis, the following conclusions can be drawn: there is a negative and insignificant influence of the service quality variable on royal ponsel customer satisfaction. There is a positive and significant influence of the price variable on royal ponsel customer satisfaction.

Keywords: Service Quality, Price, Customer Satisfaction

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