

ABSTRAK

Apsyanaya Afdhal, NIM 7213510010 (2021). Pengaruh Harga dan Kualitas Produk Terhadap Kepuasan Pelanggan Tanaman Hias Di Toko Oemah Tani Medan Marelan.

Pada penelitian ini bertujuan untuk mengetahui Pengaruh Harga dan Kualitas Produk Terhadap Kepuasan Pelanggan Tanaman Hias Di Toko Oemah Tani. Populasi dalam penelitian ini sebanyak 280 orang pelanggan dan menggunakan Rumus Hair et al. Dalam teknik pengambilan sampel sebanyak 150 orang responden. Pelanggan yang sudah pernah membeli tanaman hias di toko Oemah Tani. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, dokumentasi dan melalui angket (kuesioner) yang pengukurannya menggunakan skala likert. Teknik analisis data yang digunakan adalah metode Analisis Linear Berganda dengan persamaan $Y = a + b_1X_1 + b_2X_2 + e$, serta diolah menggunakan SPSS 26 for windows.

Berdasarkan hasil penelitian menunjukkan bahwa variabel harga dan kualitas produk secara simultan signifikan terhadap kepuasan pelanggan. Hasil ini dilihat dari nilai $F_{hitung} > F_{tabel}$ yaitu $3,707 > 3,06$ dengan *level of significant* diperoleh nilai $0,027 < 0,05$ (*Sig. < alpha*). Uji koefisien determinan menunjukkan nilai sebesar 0,048 yang berarti bahwa variabel Harga dan Kualitas Produk berpengaruh terhadap Kepuasan Pelanggan yaitu sebesar 4,8% sedangkan 95,2% dipengaruhi oleh variabel lain. Sedangkan secara parsial Harga mempunyai pengaruh terhadap Kepuasan Pelanggan dengan nilai $t_{hitung} = 1,695 > t_{tabel} = 1,655$ dan Kualitas Produk $t_{hitung} = 1,801 > t_{tabel} = 1,655$. Dengan demikian dapat disimpulkan terdapat pengaruh positif namun tidak signifikan pada Harga dan Kualitas Produk Terhadap Kepuasan Pelanggan Di Toko Oemah Tani Medan Marelan.

Kata Kunci: Kualitas Produk, Harga, Kepuasan Pelanggan

ABSTRACT

Apsyanyaya Afdhal, NIM 7213510010 (2021). *The Influence of Price and Product Quality on Customer Satisfaction of Ornamental Plants at Oemah Tani Medan Marelan Store.*

This study aims to determine the effect of price and product quality on customer satisfaction with ornamental plants at Oemah Tani store. The population in this study consisted of 280 customers, and the Hair et al. formula was used. The sampling technique involved 150 respondents. Customers who have previously purchased ornamental plants from Oemah Tani store. The data collection techniques used were interviews, observation, documentation, and questionnaires (surveys), with measurements using a Likert scale. The data analysis technique used was the Multiple Linear Regression method with the equation $Y = a + b_1X_1 + b_2X_2 + e$, and the data was processed using SPSS 26 for Windows.

Based on the research results, it shows that the variables of price and product quality are simultaneously significant for customer satisfaction. This result is seen from the value of $F_{count} > F_{tabel}$, which is $3.707 > 3.06$, with a significance level of $0.027 < 0.05$ (Sig. < alpha). The determinant coefficient test shows a value of 0.048, which means that the Price and Product Quality variables influence Customer Satisfaction by 4.8%, the rest 95.2% is influenced by other variables. Meanwhile, partially, Price has an influence on Customer Satisfaction with the value of $t_{count} = 1.695 > t_{tabel} = 1.655$, and Product Quality with a value of $t_{count} = 1.801 > t_{tabel} = 1.655$. Therefore, it can be concluded that there is a positive but not significant influence of Price and Product Quality on Customer Satisfaction at Oemah Tani Store Medan Marelan.

Keywords: Product Quality, Price, Customer Satisfaction