

ABSTRAKSI

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PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUASAN PELANGGAN PADA APOTEK GRAND FARMA

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Kata Kunci : Pengaruh Kualitas Pelayanan, Harga dan Kepuasan Pelanggan

Penelitian ini bertujuan untuk menganalisis dan mengetahui apakah Kualitas Pelayanan dan harga terhadap Kepuasan Pelanggan berpengaruh pada Apotek Grand Farma. Sampel yang digunakan penulis dalam penelitian ini sebanyak 100 responden dan pengambilan sampel menggunakan teknik *random sampling*. Pada penelitian kali ini analisis data yang dilakukan menggunakan bantuan SPSS versi 26. Sedangkan teknik pengujian data yang dilakukan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji normalitas, analisis korelasi parsial, koefisien determinasi, uji regresi linear berganda, dan uji hipotesis (uji t dan F). Hasil penelitian menunjukkan bahwa Kualitas Pelayanan berpengaruh terhadap Kepuasan Pelanggan dan Harga berpengaruh terhadap Kepuasan Pelanggan. Dari hasil uji t parsial untuk variabel Kualitas Pelayanan (X_1) diperoleh $t_{hitung} = 4.966 > t_{tabel} 1,984$. maka $H_0 =$ Ditolak dan $H_a =$ Diterima. Jadi terdapat pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan pada Apotek Grand Farma. Persentase Kualitas Pelayanan terhadap Kepuasan Pelanggan pada Apotek Grand Farma sebesar 50,1%. serta hasil uji parsial untuk variabel Harga (X_2) diperoleh $t_{hitung} = 3.689 > t_{tabel} 1,984$. maka $H_0 =$ Ditolak dan $H_a =$ Diterima. Jadi terdapat pengaruh Harga terhadap Kepuasan Pelanggan pada Apotek Grand Farma. Persentase Harga terhadap Kepuasan Pelanggan pada Apotek Grand Farma sebesar 37,2%. Untuk hasil uji F untuk variabel Kualitas Pelayanan (X_1) dan Harga (X_2) diperoleh $F_{hitung} = 112.540 > F_{tabel} 0,05 = 3,089$. maka $H_0 =$ Ditolak dan $H_a =$ Diterima. Jadi terdapat pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan pada Apotek Grand Farma. Persentase pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan sebesar 69,9% sedangkan sisanya 30,1% dipengaruhi oleh faktor lain.

ABSTRACTION

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THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION AT GRAND FARMA PHARMACY

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Keywords: Effect of Service Quality, Price and Customer Satisfaction

This study aims to analyze and determine whether service quality and price have an effect on customer satisfaction at Grand Farma Pharmacy. The sample used by the author in this study was 100 respondents and the sample was taken using a random sampling technique. In this study, data analysis was carried out using SPSS version 26. While the data testing techniques carried out in this study were validity test, reliability test, normality test, partial correlation analysis, coefficient of determination, multiple linear regression test, and hypothesis testing (test t and F). The results showed that service quality has an effect on customer satisfaction and price has an effect on customer satisfaction. From the results of the partial t test for the variable Quality of Service (X1) obtained t count = 4.966 > t table 1.984. then Ho = Rejected and Ha = Accepted. So there is an influence of Service Quality on Customer Satisfaction at Grand Farma Pharmacy. The percentage of service quality to customer satisfaction at Grand Farma Pharmacy is 50,1%. and the partial test results for the price variable (X2) obtained t count = 3.689 > t table 1.984. then Ho = Rejected and Ha = Accepted. So there is an effect of price on customer satisfaction at Grand Farma Pharmacy. Price Percentage of Customer Satisfaction at Grand Farma Pharmacy is 37,2%. For the results of the F test for the variables Quality of Service (X1) and Price (X2) obtained Fcount = 112.540 > Ftable 0.05 = 3.089. then Ho = Rejected and Ha = Accepted. So there is an influence of Service Quality and Price on Customer Satisfaction at Grand Farma Pharmacy. The percentage of influence of Service Quality and Price on Customer Satisfaction is 69.9% while the remaining 30,1% is influenced by other factors.