

ABSTRAKSI

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**PENGARUH KUALITAS PRODUK DAN HARGA SEPATU TERHADAP
KEPUASAN KONSUMEN DI TOKO FLADEO CABANG CIKUPA CITRA
RAYA KEC.CIKUPA KAB.TANGERANG**

Skripsi . Progran Studi Manajemen 2021

Kata kunci : Kualitas Produk, Harga dan Kepuasan Konsumen

Dari hasil data penelitian diperoleh hubungan antara variabel Kualitas Produk (X_1) dan Harga (X_2) terhadap Kepuasan Konsumen (Y) sebesar 39,1% yang dihasilkan dari uji koefisien determinasi (R^2). Berdasarkan hasil uji hipotesis diperoleh nilai t_{hitung} 4.782 dan t_{tabel} 1,991 jadi $t_{hitung} > t_{tabel}$ maka H_0 ditolak H_a diterima yang berarti bahwa variabel Kualitas Produk (X_1) terhadap Kepuasan Konsumen (Y) memiliki pengaruh signifikan. Berdasarkan hasil uji hipotesis diperoleh nilai t_{hitung} 2.765 dan t_{tabel} 1,991 jadi $t_{hitung} > t_{tabel}$ maka H_0 ditolak H_a diterima yang berarti bahwa variabel Harga (X_2) terhadap Kepuasan Konsumen (Y) memiliki pengaruh signifikan. Apabila secara simultan nilai hubungan antara variabel Kualitas Produk (X_1) dan Harga (X_2) terhadap Kepuasan Konsumen (Y) sebesar 0,623 dan 0,533 memiliki tingkat hubungan positif kuat. Berdasarkan hasil uji F (Anova) atau F_{hitung} lebih besar dari F_{tabel} 24.848 > 3,11 dengan signifikasi Kualitas Produk (X_1) dan Harga (X_2) secara simultan berpengaruh terhadap variabel Kepuasan Konsumen (Y) sebesar 39,1% memiliki pengaruh signifikan sisanya 60,8% dipengaruhi oleh faktor lain pada Toko Sepatu Fladeo.

Daftar Pustaka 20 (2012 - 2016)

ABSTRACTION

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**HE EFFECT OF PRODUCT QUALITY AND SHOE PRICES ON
CONSUMER SATISFACTION IN CIKUPA CITRA RAYA BRANCH
FLADEO STORE KEC. CIKUPA KAB. TANGERANG**

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Keywords: Product Quality, Price and Consumer Satisfaction

From the results of the research data obtained the relationship between Product Quality (X_1) and Price (X_2) variables on Consumer Satisfaction (Y) of 39.1% resulting from the coefficient of determination test (R^2). Based on the results of hypothesis testing, it is obtained that the value of t_{count} 4.782 and t_{table} of 1.991 so $t_{count} > t_{table}$ then H_0 is rejected, H_a is accepted, which means that the Product Quality variable (X_1) on Consumer Satisfaction (Y) has a significant influence. Based on the results of hypothesis testing, the value of t_{count} is 2.765 and t_{table} is 1.991 so $t_{count} > t_{table}$, then H_0 is rejected, H_a is accepted, which means that the price variable (X_2) on Consumer Satisfaction (Y) has a significant effect. If simultaneously the value of the relationship between Product Quality (X_1) and Price (X_2) variables on Consumer Satisfaction (Y) is 0.623 and 0.533 has a strong positive relationship. Based on the results of the F test (Anova) or F_{count} greater than F_{table} 24,848 > 3.11 with the significance of Product Quality (X_1) and Price (X_2) simultaneously having an effect on the Consumer Satisfaction variable (Y) of 39.1% having a significant effect on the remaining 60,8% influenced by other factors at the Fladeo Shoe Store.

References 20 (2012 - 2016)