PENGARUH CITRA MEREK DAN KUALITAS PELAYANAN TERHADAP KEPUASAAN PELANGGAN MEMBELI BAHAN BUSANA DAN PERLENGKAPAN TOKO SAMUDRA TEXTILE PADA MASYARAKAT BAGAN BATU KECAMATAN BALAI JAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui citra merek dan kualitas pelayanan terhadap kepuasan pelanggan Membeli bahan busana dan peralatan jahita di Toko Samudra Textile. Citra merek dan Kualitas pelayanan akan dianalisis secara parsial dan secara simultan terhadap kepuasan pelanggan. Metode penelitian yang digunakan adalah penelitian kuantitatif. Teknik pengumpulan data dengan menggunakan kuesioner yang disebarkan langsung di Toko Samudra Textile dengan teknik pengambilan survey. Sampel dalam penelitian ini adalah pelanggan Toko Samudra Textile. Metode analisis yang digunakan adalah uji validitas, relibilitas, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis. Hasil penelitian yang dilakukan menunjukkan bahwa variabel kualitas pelayanan (X1) berpengaruh signifikan terhadap kepuasan pelanggan (Y), sedangkan variabel harga (X2) berpengaruh signifikan terhadap kepuasan pelanggan (Y). Dapat disimpulkan bahwa pengaruh dari setiap variabel secara simultan dapat dilihat bahwa nilai nilai F_{hitung} (15,817) $>$ F_{tabel} (3,09) atau sig. sebesar 0,000 $<$ 0,05. Data diolah secara statistik dengan menggunakan alat bantu program SPSS 25.

Kata Kunci : Citra merek, Kualitas pelayanan dan Kepuasan Pelanggan.

THE EFFECT OF BREND IMAGE AND SERVIS QUALITYON CUSTOMER SATISFACTION IN BUYING CLOTHING MATERIALS AND EQUIPMENT IN SAMUDRA TEXTILE SHOPS IN BAGAN BATU COMMUNITY BALAI JAYA DISTRICT

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ABSTRACT

This study aims to determine the effect of service quality and price on customer satisfaction buying clothing materials and sewing equipment at Samudra Textile Store. Brand image and service quality will be analyzed partially and simultaneously on customer satisfaction. The research method used is quantitative research. The data collection technique used a questionnaire that was distributed directly at the Samudra Textile Store with a survey taking technique . The sample in this study are customers of the Samudra Textile Store. The analytical method used is validity, reliability, classical assumption test, multiple linear regression analysis, and hypothesis testing. The results of the research conducted show that the service quality variable (X1) has a significant effect on customer satisfaction (Y), while the price variable (X2) has a significant effect on customer satisfaction (Y). It can concluded that the effect of each variable simultaneously can be seen that the value of Fcount (15.817) > Ftable (3.09) or sig. of 0.000 < 0.05. The data were statistically processed using SPSS 25 program tools.

Keywords: *Brand image, service quality and customer satisfaction*