

ABSTRACT

THE EFFECT OF PRICE, PRODUCT QUALITY, SERVICE QUALITY AND HALAL LABEL ON CUSTOMER SATISFACTION (Case Study on Lazatto Consumers in Tasikmalaya City)

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The purpose of this study were to determine: (1) Price, product quality, service quality, halal label and customer satisfaction at Lazatto consumers in Tasikmalaya City. (2) The effect of price, product quality, service quality and halal label on customer satisfaction partially on Lazatto consumers in Tasikmalaya City. (3) The effect of price, product quality, service quality and halal label on customer satisfaction simultaneously on Lazatto consumers in Tasikmalaya City. The data used in this research is primary data. The analysis used in this study is multiple regression analysis and hypothesis testing using the t test and F test. The results of this study indicate that: (1) Consumer assessment of halal prices and labels is very good, while product quality and service quality are considered good by Lazatto consumers in Tasikmalaya City. (2) Partially, the variables of price, product quality, service quality and halal label have a positive and significant effect on customer satisfaction for Lazatto consumers in Tasikmalaya City. (3) Simultaneously or together the variables of price, product quality, service quality and halal label have a significant effect on customer satisfaction for Lazatto consumers in Tasikmalaya City.

Keywords: *Price, product quality, service quality, halal label and customer satisfaction.*

ABSTRAK

PENGARUH HARGA, KUALITAS PRODUK, KUALITAS PELAYANAN DAN LABEL HALAL TERHADAP KEPUASAN PELANGGAN

(Studi Kasus Pada Konsumen Lazatto Di Kota Tasikmalaya)

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Tujuan penelitian ini adalah untuk mengetahui: (1) Harga, kualitas produk, kualitas pelayanan, label halal dan kepuasan pelanggan pada konsumen Lazatto di Kota Tasikmalaya. (2) Pengaruh harga, kualitas produk, kualitas pelayanan dan label halal terhadap kepuasan pelanggan secara parsial pada konsumen Lazatto di Kota Tasikmalaya. (3) Pengaruh harga, kualitas produk, kualitas pelayanan dan label halal terhadap kepuasan pelanggan secara bersama-sama pada konsumen Lazatto di Kota Tasikmalaya. Data yang digunakan dalam penelitian ini yaitu data primer. Analisis yang digunakan dalam penelitian ini yaitu analisis regresi berganda dan dengan pengujian hipotesis menggunakan uji t dan uji F. Hasil dari penelitian ini menunjukkan bahwa: (1) Penilaian konsumen terhadap harga dan label halal sangat baik, sedangkan kualitas produk dan kualitas pelayanan dinilai baik oleh konsumen Lazatto di Kota Tasikmalaya. (2) Secara parsial variabel harga, kualitas produk, kualitas pelayanan dan label halal berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada konsumen Lazatto di Kota Tasikmalaya. (3) Secara simultan atau bersama-sama variabel harga, kualitas produk, kualitas pelayanan dan label halal berpengaruh signifikan terhadap kepuasan pelanggan pada konsumen Lazatto di Kota Tasikmalaya.

Kata Kunci: Harga, kualitas produk, kualitas pelayanan, label halal dan kepuasan pelanggan.