

Himmatul Laili. NIM 150321100022. Pengaruh dan Tingkatan Loyalitas Pelanggan Produk Kulit Di Koperasi Intako (Studi Kasus di Desa Kedensari Kecamatan Tanggulangin Sidoarjo. Dr. Isdiana Suprpti, SP., MP.

ABSTRAK

Koperasi Intako merupakan pusat wisata belanja yang memproduksi berbagai produk kulit seperti tas, koper, dompet, jaket, sepatu dan ikat pinggang. Tujuan penelitian ini adalah mengetahui pengaruh kualitas produk, kualitas layanan dan harga terhadap loyalitas pelanggan, mengetahui tingkatan loyalitas pelanggan produk kulit di Koperasi Intako. Sampel diambil dengan metode accidental sampling. Alat analisis menggunakan Regresi Linier Berganda dan Deskriptif. Hasil analisis secara simultan menunjukkan bahwa kualitas peoduk, kualitas layanan dan harga berpengaruh terhadap loyalitas pelanggan. Kualitas produk dan kualitas layanan secara parsial berpengaruh terhadap loyalitas pelanggan tetapi harga tidak berpegaruh. Tingkatan loyalitas pelanggan kualitas produk, kualitas layanan dan harga pada produk kulit membentuk gambaran piramida terbalik yang cukup ideal walaupun bukan piramida terbalik sempurna, akan tetapi sudah menunjukkan bahwa kualitas produk sudah memuaskan pelanggan, kualitas layanan yang diberikan sudah baik sehingga disukai pelanggan dan harga yang sesuai dengan kualitas sehingga pelanggan merasa puas pada produk kulit di Koperasi Intako.

Kata kunci: Loyalitas Pelanggan, Kualitas Produk, Kualitas Layanan dan Harga.

Himmatul Laili. NIM 150321100022. *The Influence and Level of Customer Loyalty For Leather Products in the Koperasi Intako (A Case Study at Kedensari Village, Tanggulangin District Sidoarjo)*. Dr. Isdiana Suprapti, SP., MP.

ABSTRACT

Intako Cooperative is a shopping tourism center that produces various leather products such as bags, luggage, wallets, jackets, shoes and belts. The purpose of this study was to determine the effect of product quality, service quality and price on customer loyalty, knowing the level of customer loyalty for leather products at Intako Cooperative. Samples were taken by accidental sampling method. The analysis tool uses Multiple and Descriptive Linear Regression. The results of the analysis simultaneously show that the quality of the product, service quality and price have an effect on customer loyalty. Product quality and service quality partially affect customer loyalty but prices do not influence. The level of customer loyalty product quality, service quality and price on leather products form an inverted pyramid image that is ideal even though it is not a perfect inverted pyramid, but has shown that the quality of the product satisfies the customer, the quality of service is good so the customer likes and the price is right with quality so that customers feel satisfied with leather products at Intako Cooperative.

Keywords: Customer Loyalty, Product Quality, Service Quality and Price.