

ABSTRAK

Tujuan penelitian ini untuk menguji seberapa besar Pengaruh Kualitas Produk Dan Persepsi Nilai Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Keripik Sambal Balado Ila Khas Kota Sibolga (Sumatera Utara). Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan sampel 96 responden. Metode analisis yang digunakan adalah analisis regresi linear berganda dan analisis jalur menggunakan SPSS.

Berdasarkan hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh Kualitas Produk berpengaruh signifikan terhadap Kepuasan Pelanggan. Persepsi Nilai berpengaruh tidak signifikan terhadap Kepuasan Pelanggan. Kemudian Kualitas Produk dan Kepuasan Pelanggan berpengaruh signifikan terhadap Loyalitas Pelanggan. Persepsi Nilai berpengaruh tidak signifikan terhadap Loyalitas Pelanggan. Kepuasan Pelanggan tidak memediasi pengaruh Kualitas Produk terhadap Loyalitas Pelanggan. Kepuasan Pelanggan memediasi pengaruh Persepsi Nilai terhadap Loyalitas Pelanggan. Kontibusi sumbangan variabel *independen* Kualitas Produk dan Persepsi Nilai terhadap variabel *dependen* Kepuasan Pelanggan adalah sebesar 47,5%. Sedangkan sisanya adalah sebesar 52,5% dipengaruhi oleh variabel lain di luar penelitian ini. Kontibusi sumbangan variabel *independen* Kualitas Produk, Persepsi Nilai dan Kepuasan Pelanggan terhadap variabel *dependen* Loyalitas Pelanggan adalah sebesar 71,9%. Sedangkan sisanya adalah sebesar 28,1% dipengaruhi oleh variabel lain di luar penelitian ini.

Akhirnya penulis menyarankan Kualitas Produk sehingga tetap menciptakan Kepuasan Pelanggan. Juga harus lebih meperhatikan Persepsi Nilai agar tetap menunjang Loyalitas pelanggan. Kemudian lebih memperhatikan masalah Kepuasan Pelanggan agar Loyalitas pelanggan tetap meningkat.

Kata Kunci : Kualitas Produk, Persepsi Nilai, Kepuasan Pelanggan dan Loyalitas Pelanggan

ABSTRACT

The purpose of this study is to test how much influence the quality Product And Perceived Value Of Customer Loyalty With Customer Satisfaction As An Intervening Variable In Typical Balado Ila Sambal Chips Sibolga City (North Sumatra). The method of collecting data is through surveys and distributing questionnaires, with a sample of 96 respondents. The analytical method used is multiple linear regression analysis and path analysis using SPSS.

Based on the research results obtained based on the Partial Test (t test) obtained product quality has a significant effect on customer satisfaction. Value perception has no significant effect on customer satisfaction. Then Product Quality and Customer Satisfaction have a significant effect on Customer Loyalty. Value perception has no significant effect on Customer Loyalty. Customer Satisfaction does not mediate the effect of Product Quality on Customer Loyalty. Customer Satisfaction mediates the effect of Perceived Value on Customer Loyalty. The contribution of the independent variable of Product Quality and Perceived Value to the dependent variable of Customer Satisfaction is 47.5%. While the remaining 52.5% is influenced by other variables outside of this study. The contribution of the independent variables of Product Quality, Perceived Value and Customer Satisfaction to the dependent variable of Customer Loyalty is 71.9%. While the remaining 28.1% is influenced by other variables outside of this study.

Finally, the author suggests Product Quality so that it continues to create Customer Satisfaction. Also must pay more attention to Value Perception in order to continue to support customer loyalty. Then pay more attention to customer satisfaction issues so that customer loyalty continues to increase.

Keywords: Product Quality, Perceived Value, Customer Satisfaction and Customer Loyalty