

ABSTRAK

Ahmad Syaifudin, 2020, Analisa Pengaruh Kualitas, pelayanan, dan harga terhadap kepuasan pembelian produk PT.SDI., Tugas Akhir, Teknik Industri, Fakultas Teknologi Industri UNIPA Surabaya, Dosen Pembimbing: Yitno Utomo S.T.,M.T.

Tingkat persaingan di bidang penerbit buku yang semakin ketat membuat perusahaan wajib menjaga setiap komponen perusahaan guna meningkatkan kepuasan konsumennya. Tujuan dari Penelitian ini akan mengukur tingkat kepuasan terhadap produk paket buku dengan melihat aspek kualitas, pelayanan dan harga Produk PT.SDI. Perancangan penelitian ini menggunakan pengambilan sampling *purposive sampling*, Dan dalam penentuan keterkaitan antar variabel menggunakan aplikasi *Partial Least Square (PLS)*. Hasil dari penelitian tersebut menghasilkan Keputusan pengujian hipotesis pertama (H1) membuktikan bahwa ada pengaruh kualitas terhadap kepuasan pembelian produk PT.SDI karena hasil uji-t pada variabel pengaruh kualitas pada kolom *t-statistic* bernilai $t_{hitung} = 2.513$ sehingga $t_{hitung} > t_{tabel} = (2.513 > 1,660)$ sehingga hipotesis pertama terbukti ada pengaruh. Keputusan pengujian hipotesis kedua (H2) membuktikan bahwa tidak ada pengaruh harga terhadap kepuasan pembelian produk PT.SDI karena hasil uji-t pada variabel pengaruh harga pada kolom *t-statistic* bernilai $t_{hitung} = 1.003$ sehingga $t_{hitung} < t_{tabel} = (1,003 < 1,660)$ sehingga hipotesis kedua terbukti tidak berpengaruh. Keputusan pengujian hipotesis kedua (H3) membuktikan bahwa ada pengaruh pelayanan terhadap kepuasan pembelian produk PT.SDI karena hasil uji-t pada variabel pengaruh pelayanan pada kolom *t-statistic* bernilai $t_{hitung} = 1,998$ sehingga $t_{hitung} > t_{tabel} = (1,998 > 1,660)$ sehingga hipotesis ketiga terbukti berpengaruh. Maka komponen kualitas dan juga pelayanan mempengaruhi kepuasan pembelian produk PT.SDI. Kesimpulan penelitian tersebut bahwa faktor kualitas dan pelayanan mempengaruhi kepuasan pembelian produk PT.SDI.

Kata Kunci: *Pelayanan, Kualitas, Harga, Kepuasan Pembelian*

ABSTRACT

Ahmad Syaifudin, 2020, Analysis of the Influence of Quality, Service, and Price on Product Purchase Satisfaction of PT. SDI., Final Project, Industrial Engineering, Faculty of Industrial Technology UNIPA Surabaya, Advisor: Yitno Utomo S.T., M.T.

The level of competition in the field of book publishers is increasingly stringent making companies obliged to maintain every component of the company in order to increase customer satisfaction. The purpose of this study will measure the level of satisfaction with the book package products by looking at aspects of quality, service and price of PT. SDI Products. The design of this study uses purposive sampling, and in determining the relationship between variables using the Partial Least Square (PLS) application. The results of these studies resulted in the decision of the first hypothesis testing (H1) proving that there is an effect of quality on PT.SDI product purchase satisfaction because the t-test results on the variable quality influence in the t-statistic column is $t_{count} = 2.513$ so $t_{count} > t_{table} = (2.513 > 1,660)$ so the first hypothesis is proven to have an influence. The second hypothesis testing decision (H2) proves that there is no effect of price on PT. SDI product purchase satisfaction because the t-test results on the variable price influence in the t-statistic column are $t_{count} = 1,003$ so $t_{count} < t_{table} = (1,003 < 1,660)$ so the hypothesis the second proved to have no effect. The second hypothesis testing decision (H3) proves that there is an effect of service on PT. SDI product purchase satisfaction because the t-test results on the service influence variable in the t-statistic column are $t_{count} = 1,998$ so $t_{count} > t_{table} = (1,998 > 1,660)$ so the third hypothesis proved influential. So the quality and service components affect the satisfaction of PT. SDI product purchases. The conclusion of the study is that the quality and service factors influence the satisfaction of PT. SDI product purchases.

Keywords: *Service, Quality, Price, Purchase Satisfaction*