

ABSTRACT

VELLIA CALIM

0000023084

THE INFLUENCE OF PRODUCT QUALITY TOWARDS CUSTOMER SATISFACTION AT CITITEX, MEDAN

(xvi+79 pages; 8 figures; 44 tables; 14 appendices)

In the past few years, the number of competitors and new marketplace are increasing from time to time. Custom t-shirt printing market trend is popular now among entrepreneurs or someone who want to start a business. The purpose of this research is to find out whether product quality has an influence towards customer satisfaction at Cititex, Medan. This research was conducted at Cititex, Medan located at Jl. Kl. Yos Sudarso Km 6,5 Komp. BBc 1-2, Tanjung Mulia, Medan.

The population in this research is the customers of Cititex, Medan. This study used convenience sampling and the sample of this research is 70 respondents. The research was conducted by distributing questionnaire. The data analysis methods used in this research are validity test, reliability test, descriptive statistic, classical assumption test, simple linear regression test, coefficient of determination test and hypothesis test. Based on SPSS analysis, product quality has positive influence towards customer satisfaction towards Cititex, Medan. The result of coefficient of determination is 0.822 means that product quality has an influence towards customer satisfaction by 82.2% meanwhile for the remaining 17.8% influence by other factors. For the hypothesis test result, it shows that t_{count} (18.584 $\geq t_{table}$ (1.995) means h_0 is rejected and can be concluded that there is an influence of product quality towards customer satisfaction at Cititex, Medan.

Keywords : Product Quality, Customer Satisfaction

References: 23 (2015-2020)

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Selama beberapa tahun terakhir, jumlah pesaing dan pasar baru meningkat dari waktu ke waktu. Tren pasar percetakan kustom kaos kini populer di kalangan pengusaha atau seseorang yang ingin memulai bisnis baru. Tujuan dari penelitian ini adalah untuk mengetahui apakah kualitas produk memiliki pengaruh terhadap kepuasan pelanggan di Cititex, Medan. Penelitian ini dilakukan di Cititex, Medan yang berlokasi di Jl. Kl. Yos Sudarso Km 6,5 Komp. BB 1-2, Tanjung Mulia, Medan.

Populasi dalam penelitian ini adalah pelanggan Cititex, Medan. Penelitian ini menggunakan sampling kemudahan dan sampel penelitian ini terdapat 70 responden. Penelitian dilakukan dengan menyebarkan kuesioner. Analisis data yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, statistik deskriptif, uji asumsi klasik, uji regresi linier sederhana, uji koefisien determinasi dan uji hipotesis. Berdasarkan analisis SPSS, kualitas produk memiliki pengaruh positif terhadap kepuasan pelanggan terhadap Cititex, Medan. Hasil koefisien determinasi adalah 0,822 artinya kualitas produk memiliki pengaruh terhadap kepuasan pelanggan sebesar 82,2% sedangkan untuk sisanya 17,2% dipengaruhi oleh faktor lain. Untuk hasil pengujian hipotesis, ini menunjukkan bahwa t-hitung ($18,584 \geq t\text{-tabel} (1,995)$) berarti H_0 ditolak dan dapat disimpulkan adanya pengaruh kualitas produk terhadap kepuasan pelanggan di Cititex, Medan.

Kata Kunci: Product Quality, Customer Satisfaction

References: 23 (2015-2020)