

ABSTRAK

Kerstin Claire (01011180410)

PENGARUH PERSEPSI RESIKO, CITRA MEREK, PERSEPSI HARGA, DAN KUALITAS PRODUK TERHADAP KEPUASAN PELANGGAN

(xiii+41 halaman; 6 figure; 22 tabel; 4 appendices)

Dengan berkembangnya industri fashion yang makin berkembang dan berinovasi, hal ini menyebabkan adanya perubahan terhadap tren fashion secara global. Hal yang ini menyebabkan adanya perubahan terhadap persepsi harga dan kualitas produk yang harus meningkat menyesuaikan dengan tren agar menciptakan kepuasan terhadap pelanggan

Tujuan dari penelitian ini adalah untuk mengetahui apakah ada pengaruh antara Persepsi Resiko, Citra Merek, Harga, dan kualitas produk Prada terhadap kepuasan pelanggan. Kemudian, apakah Kepuasan pelanggan berpengaruh terhadap keputusan pembelian di Prada Indonesia.

Penelitian ini menggunakan tipe penelitian deskriptif dengan tipe data kuantitatif. Metode survei digunakan dalam penelitian ini. Pengumpulan data dilakukan dengan menggunakan kuesioner online melalui google form. Sampel yang digunakan dalam penelitian ini berjumlah 170 responden dan teknik pengumpulan data menggunakan purposive sampling. Hasil dari penelitian ini kepuasan pelanggan pengaruh positif terhadap persepsi resiko, citra merek, persepsi harga dan kualitas produk.

Dari hasil penelitian diatas dapat dilihat bahwa mayoritas konsumen dan responden dari penelitian ini sudah berumur. Akan lebih baik jika Prada juga menasar ke kalangan yang lebih muda dengan cara bekerja sama dengan brand lain untuk membuat produk kolaborasi dengan desain yang lebih berbeda dengan produk yang biasanya diproduksi serta membuat produk koleksi anak-anak yang rentang umurnya 1 sampai 12 tahun yang harganya bersaing dengan merek lain.

Katakunci: Persepsi resiko, citra merek, persepsi harga, kualitas produk, kepuasan pelanggan

Referensi: 39 (2000 – 2020)

ABSTRACT

Kerstin Claire (01011180410)

THE EFFECT OF RISK PERCEPTION, BRAND IMAGE, PRICE PERCEPTION, AND PRODUCT QUALITY ON CUSTOMER SATISFACTION

(xiii+41 pages; 6 figures; 22 tables; 4 appendices)

With the development of the fashion industry which is growing and developing, this has caused a change in fashion trends globally. This causes a change in the perception of price and product quality which must increase according to trends in order to create customer satisfaction. The purpose of this study was to determine whether there is an influence between Risk Perception, Brand Image, Price, and product quality of Prada on customer satisfaction. Then, does customer satisfaction affect purchasing decisions at Prada Indonesia. This research uses a descriptive research type with quantitative data types. The survey method was used in this study. Data collection was carried out using an online questionnaire through the Google form. The sample used in this study amounted to 170 respondents and the data collection technique used purposive sampling. The results of this study customer satisfaction has a positive influence on perceived risk, brand image, perceived price and product quality. This research uses descriptive research type with quantitative data type. The survey method was used in this study. Data was collected using an online questionnaire via google form. The sample used in this study amounted to 170 respondents and the data collection technique used purposive sampling. The results of this study have a positive influence between risk perception, brand image, price perception and product quality on customer satisfaction. From the results of the research above, The majority of consumers and respondents from this study are older. It would be better if Prada also targeting the younger clients by collaborating with other brands to create collaborative products with designs that are more different from the products that are usually produced as well as making kids collection products whose age range is between 1 till 12 years in affordable prices. it will competes with other brands.

Keywords: Risk perception, brand image, price perception, product quality, customer satisfaction

References: 39 (2000 – 2020)