

ABSTRACT

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THE IMPACT OF PERCEIVED RISK, PERCEIVED VALUE AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AT PT MULIA TANI JAYA, MEDAN

(xvi+ 106 Pages; 8 Figures; 43 Tables; 7 Appendixes)

PT Mulia Tani Jaya, Medan is a company engaged in the management of palm oil into CPO (Crude Palm Oil) and PK (Palm Kernel). The objectives of this research is to investigate whether Perceived Risk, Perceived Value and Product Quality have simultaneous impact on Customer Satisfaction at PT Mulia Tani Jaya, Medan.

Perceived Risk, Perceived Value and Product Quality have an important role in shaping Customer Satisfaction. Perceived Risk, Perceived Value and Product Quality are highly connected with Customer Satisfaction and company profitability.

In this research, the writer used quantitative research design. The writer used descriptive and causal approach. The sampling technique used is census sampling. The population and sample that being used by the writer in this research is the 79 customers CPO at PT Mulia Tani Jaya, Medan.

This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, linearity test, multiple linear regression test. The result of hypothesis test, Perceived Risk, Perceived Value and Product Quality have an impact on Customer Satisfaction at PT Mulia Tani Jaya, Medan, either partial or simultaneous. Furthermore, Perceived Risk, Perceived Value and Product Quality have 44.7% influence on Customer Satisfaction at PT Mulia Tani Jaya, Medan.

The company should improve the company's perceived risk by routinely monitoring the performance of employees both in the production and distribution processes, listening to customer complaints and conducts total quality management for the entire company's products and sanctions employees who violate production procedures or sops that can damage the quality of CPO.

Keywords : Perceived Risk, Perceived Value and Product Quality, Customer Satisfaction.

References: 35 (2017-2020)

ABSTRAK

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PENGARUH RISIKO PERSEPSI, PERSEPSI DAN KUALITAS PRODUK TERHADAP KEPUASAN PELANGGAN DI PT MULIA TANI JAYA, MEDAN

(xviii+ 106 Halaman; 8 Gambar; 43 Tabel; 7 Lampiran)

PT Mulia Tani Jaya, Medan adalah perusahaan yang bergerak di bidang pengelolaan kelapa sawit menjadi CPO (Crude Palm Oil) dan PK (Palm Kernel). Tujuan dari penelitian ini adalah untuk mengetahui apakah Persepsi Risiko, Persepsi Nilai dan kualitas produk memiliki dampak simultan terhadap kepuasan pelanggan di PT Mulia Tani Jaya, Medan.

Persepsi Risiko, Persepsi Nilai dan kualitas produk memiliki peran penting dalam membentuk kepuasan pelanggan. Persepsi Risiko, Persepsi Nilai dan kualitas produk sangat terkait dengan kepuasan pelanggan dan profitabilitas perusahaan.

Dalam penelitian ini penulis menggunakan desain penelitian kuantitatif. Penulis menggunakan pendekatan deskriptif dan kausal. Teknik sampling yang digunakan adalah census sampling. Populasi dan sampel yang digunakan penulis dalam penelitian ini adalah 79 pelanggan CPO di PT Mulia Tani Jaya, Medan.

Penelitian ini juga lulus uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas, uji heteroskedastisitas, uji linieritas, uji regresi linier berganda. Hasil uji hipotesis, Persepsi Risiko, Persepsi Nilai dan kualitas produk berdampak pada kepuasan pelanggan di PT Mulia Tani Jaya, Medan, baik parsial maupun simultan. Selain itu, Persepsi Risiko, Persepsi Nilai dan kualitas produk memiliki pengaruh sebesar 44,7% terhadap kepuasan pelanggan di PT Mulia Tani Jaya, Medan.

Perusahaan harus meningkatkan risiko yang dirasakan perusahaan dengan secara rutin memantau kinerja karyawan baik dalam proses produksi maupun distribusi, mendengarkan keluhan pelanggan dan melakukan total quality management untuk seluruh produk perusahaan dan memberikan sanksi kepada karyawan yang melanggar prosedur produksi atau SOP yang dapat merusak kualitas CPO.

Kata kunci: Perceived Risk, Perceived Value dan kualitas produk, kepuasan pelanggan
Referensi: 35 (2017-2020)