

ABSTRAK

Sherly Tandy (02619230051)

ANALISIS PENGARUH *QUALITY, TRUST, DISCOUNT, PRICE* DAN *BRAND IMAGE* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA KONSUMEN SCARLETT DI MEDAN
(163 halaman; 32 tabel; 14 gambar; 3 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh *quality, trust, discount, price* dan *brand image* terhadap *customer loyalty* melalui *customer satisfaction* pada konsumen produk Scarlett. Data yang digunakan adalah tanggapan dari kuesioner yang telah disebarakan melalui *googleform* dengan data sampel sebanyak 180 tanggapan. Dalam penelitian ini pengolahan data dilakukan menggunakan SPSS dengan menggunakan persamaan regresi. Sedangkan, skala penelitian yang digunakan adalah pengukuran dengan Skala Likert, dimana merupakan metode pengukuran sikap yang paling sederhana dengan menggunakan distribusi skala untuk melihat perkembangan atau perubahan sikap dari responden. Hasil pengujian yang didapatkan dalam penelitian ini adalah variabel *trust, discount* dan *price* berpengaruh terhadap *customer satisfaction*, sedangkan variabel *quality* dan *brand image* tidak berpengaruh langsung terhadap *customer satisfaction*. Kemudian pengaruh variabel *quality, trust, discount* dan *customer satisfaction* berpengaruh terhadap *customer loyalty*, sedangkan variabel *price* dan *brand image* tidak berpengaruh langsung terhadap *customer loyalty*. Hasil penelitian ini menunjukkan bahwa untuk mencapai *customer loyalty*, Scarlett dapat memulai dengan meningkatkan *trust*. Dikarenakan konsumen Scarlett menilai *trust* berpengaruh terhadap *customer satisfaction* dan *customer loyalty*.

Kata Kunci : *quality, trust, discount, price, brand image, customer loyalty, customer satisfaction*

Referensi : 46 (2018-2024)

ABSTRACT

Sherly Tandy (02619230051)

THE EFFECT OF QUALITY, TRUST, DISCOUNT, PRICE AND BRAND IMAGE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS INTERVEINING VARIABLE ON SCARLETT CONSUMERS IN MEDAN

(163 pages; 32 tables; 14 figure; 3 appendices)

This study aims to determine the effect of quality, trust, discount, price and brand image on customer loyalty through customer satisfaction on Scarlett product consumers. The data used are responses from questionnaires that have been distributed via googleform with sample data of 180 responses. In this study, data processing was carried out using SPSS using the regression equation. Meanwhile, the research scale used is measurement with the Likert Scale, which is the simplest method of measuring attitudes using a scale distribution to see the development or change in attitudes of respondents. The test results obtained in this study are that the variables trust, discount and price have an effect on customer satisfaction, while the variables quality and brand image do not have a direct effect on customer satisfaction. Then the influence of the variables quality, trust, discount and customer satisfaction has an effect on customer loyalty, while the variables price and brand image have no direct effect on customer loyalty. The results of this study indicate that to achieve customer loyalty, Scarlett can start by increasing trust. Because Scarlett consumers consider trust to have an effect on customer satisfaction and customer loyalty.

Keywords: quality, trust, discount, price, brand image, customer loyalty, customer satisfaction

References: 46 (2018-2024)