

# **PENGARUH KUALITAS PRODUK, HARGA, LOKASI/JARAK, PROMOSI DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DEPO ISI ULANG AIR MINUM VIVI GRESIK DALAM PERSPEKTIF ISLAM**

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## **ABSTRAK**

Di saat ini, banyak terjadi persaingan di bidang produk/ jasa, salah satunya di usaha air minum. Di Gresik, terdapat salah satu usaha air minum yakni Depo Isi Ulang Air Minum Vivi yang telah melayani para pelanggan dalam membeli suatu produk. Namun, terdapat kritik yang dilakukan oleh sebagian pelanggan, seperti: kualitas produk tidak sesuai, cara pelayanan yang diberikan dan sejenisnya sehingga perlu diadakan sebuah penelitian untuk menguji terkait pengaruh kualitas produk, harga, lokasi/jarak, promosi, dan kualitas pelayanan Islam terhadap kepuasan pelanggan Depo Isi Ulang Air Minum Vivi. Penelitian ini merupakan penelitian kuantitatif dengan metode *Partial Least Square* (PLS) dengan data diperoleh melalui penyebaran kuesioner kepada 126 responden dari pelanggan. Teknik analisis data dilakukan dengan menggunakan analisis *outer model* dan analisis *inner model*. Hasil dari penelitian ini menunjukkan kualitas produk ( $X_1$ ), harga ( $X_2$ ) dan promosi ( $X_4$ ) tidak berpengaruh secara signifikan terhadap kepuasan pelanggan ( $Y$ ). Hal ini didukung dengan variabel kualitas produk ( $X_1$ ) mempunyai nilai P-Value sebesar  $0,499 > 0,05$ , variabel harga ( $X_2$ ) mempunyai nilai P-Value sebesar  $0,584 > 0,05$  dan variabel promosi ( $X_4$ ) mempunyai nilai P-value sebesar  $0,790 > 0,05$ . Sedangkan variabel lokasi ( $X_3$ ), dan variabel kualitas pelayanan ( $X_5$ ) berpengaruh signifikan terhadap kepuasan pelanggan ( $Y$ ). Hal ini dinyatakan dengan variabel lokasi ( $X_3$ ) mempunyai nilai P-Value sebesar  $0,046 < 0,05$ , dan variabel kualitas pelayanan ( $X_5$ ) memiliki nilai P-Value sebesar  $0,000 < 0,05$ .

**Kata Kunci:** Kualitas Produk, Harga, Lokasi/Jarak, Promosi dan Kualitas Pelayanan Islam, Kualitas Pelanggan

***THE EFFECT OF PRODUCT QUALITY, PRICE, LOCATION/DISTANCE,  
PROMOTION AND SERVICE QUALITY ON CUSTOMER SATISFACTION  
AT DEPO ISI ULANG AIR MINUM VIVI GRESIK IN AN ISLAMIC  
PERSPECTIVE***

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***ABSTRACT***

*Currently, there is a lot of competition in the product/service sector, one of which is in the drinking water business. In Gresik, there is one drinking water business, namely the Depo Isi Ulang Air Minum Vivi, which has served customers in buying a product. However, there are criticisms made by some customers, such as: product quality is not appropriate, how the service is provided and the like, so it is necessary to conduct a study to examine the effect of product quality, price, location/distance, promotion, and Islamic service quality on customer satisfaction in Depo Isi Ulang Air Minum Vivi Gresik. This research is a quantitative study using the Partial Least Square (PLS) method with data obtained by distributing questionnaires to 126 respondents from customers. Data analysis techniques are performed using outer model analysis and inner model analysis. The results of this study indicate that product quality ( $X_1$ ), price ( $X_2$ ) and promotion ( $X_4$ ) have no significant effect on customer satisfaction ( $Y$ ). This is supported by the product quality variable ( $X_1$ ) having a P-Value of  $0.499 > 0.05$ , the price variable ( $X_2$ ) having a P-Value of  $0.584 > 0.05$  and the promotion variable ( $X_4$ ) having a P-value of  $0.790 > 0.05$ . While the location variable ( $X_3$ ) and service quality variable ( $X_5$ ) have a significant effect on customer satisfaction ( $Y$ ). This is indicated by the location variable ( $X_3$ ) having a P-Value of  $0.046 < 0.05$ , and the service quality variable ( $X_5$ ) having a P-Value of  $0.000 < 0.05$ .*

***Keywords:*** *Product Quality, Price, Location/Distance, Promotion and Islamic Quality service, Customer Satisfaction*