

**PENGARUH KUALITAS PELAYANAN, HARGA, DAN
KEPERCAYAAN TERHADAP KEPUASAN PELANGGAN
PADA APOTEK CENTURY PONDOK INDAH MAL 3**

SKRIPSI

Program Studi Manajemen – Strata 1



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**FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS SATYA NEGARA INDONESIA
JAKARTA
2022**

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***THE EFFECT OF QUALITY OF SERVICE, PRICE, AND TRUST
ON CUSTOMER SATISFACTION AT CENTURY PHARMACY***

PONDOK INDAH MAL 3

THESIS

***Submitted as one of the conditions for obtaining
BACHELOR OF ECONOMICS***

Management Study Program-Strata I



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Pelayanan, Harga, dan Kepercayaan terhadap Kepuasan Pelanggan pada Apotek Century Pondok Indah Mal 3 baik secara simultan maupun parsial. Jumlah responden dalam penelitian ini sebanyak 100 orang. Penelitian ini merupakan penelitian deskriptif dengan pendekatan asosiatif kausal kuantitatif. Pengambilan sampel menggunakan teknik non probability sampling. Teknik nalisis data menggunakan analisis regresi linier berganda disertai dengan uji F (simultan), uji t (parsial), dan koefisien determinasi (*Adjusted R Square*) dengan bantuan *software* SPSS 28. Hasil penelitian ini menunjukkan secara simultan (uji F) Kualitas Pelayanan, Harga, dan Kepercayaan berpengaruh dan signifikan terhadap Kepuasan Pelanggan. Secara parsial (uji t) menunjukkan Kualitas Pelayanan dan Harga berpengaruh signifikan terhadap Kepuasan Pelanggan, sedangkan Kepercayaan tidak berpengaruh signifikan terhadap Kepuasan Pelanggan. Dengan nilai koefisien determinasi (*Adjusted R Square*) sebesar 58,5% artinya Kepuasan Pelanggan dapat dijelaskan oleh Kualitas Pelayanan, Harga, dan Kepercayaan sedangkan 41,5% Kepuasan Pelanggan dipengaruhi oleh variabel-variabel yang tidak dijelaskan dalam penelitian ini.

Kata Kunci: Kualitas Pelayanan, Harga, Kepercayaan dan Kepuasan Pelanggan.

ABSTRACT

This study aims to determine the effect of Service Quality, Price, and Trust on Customer Satisfaction at Century Pondok Indah Mall 3 Pharmacy, either simultaneously or partially. The number of respondents in this study were 100 people. This research is a descriptive study with a quantitative causal associative approach. Sampling using non-probability sampling technique. The data analysis technique uses multiple linear regression analysis accompanied by the F test (simultaneous), t test (partial), and the coefficient of determination (Adjusted R Square) with the help of SPSS 28 software. The results of this study show simultaneously (F test) Service Quality, Price, and Trust and significant effect on customer satisfaction. Partially (t test) shows that Service Quality and Price have a significant effect on Customer Satisfaction, while Trust has no significant effect on Customer Satisfaction. With a coefficient of determination (Adjusted R Square) of 58.5%, it means that customer satisfaction can be explained by service quality, price, and trust, while 41.5% customer satisfaction is influenced by variables not described in this study.

Keywords: Service Quality, Price, Trust and Customer Satisfaction.



YAYASAN ABDI KARYA