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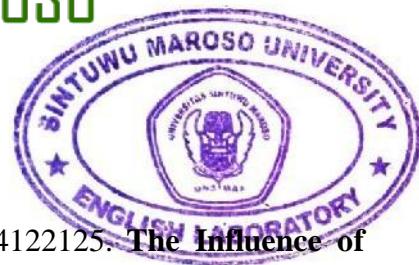
MUH.GISWARI ALI PUTRA. NPM : 91511404122125. **Pengaruh Harga Dan Kualitas Produk Terhadap Loyalitas Pelanggan Pada Nasi Kuning Bunda Poso.** Dibimbing oleh Pembimbing 1 Holmes R. Kapuy, dan Pembimbing 2Iswan Masirete.

ABSTRAK

Tujuan Penelitian untuk mengetahui pengaruh variabel Harga dan Kualitas Produk Terhadap Loyalitas Pelanggan Pada Nasi Kuning Bunda Poso. Teknik sampel menggunakan Probability Sampling dengan jumlah 36 orang. Data dalam penelitian ini dianalisis berdasarkan Regresi linier berganda melalui Statistical Program For Social Science (SPSS) versi 25.

Berdasarkan hasil penelitian menunjukkan analisis data statistik. Indikator penelitian bersifat valid dan variabelnya bersifat reliabel. Pada pengujian asumsi klasik, model regresi bebas multikolineritas tidak terjadi heteroskedastisitas dan berdistribusi normal. Hasil persamaan regresi yaitu $Y = 3,898 + 0,484X_1 + 0,359X_2 + e$. Hasil R^2 yaitu 0,390 atau 39%. Uji hipotesis menunjukkan bahwa dalam uji F variabel Harga dan Kualitas Produk berpengaruh signifikan dengan nilai $F_{hitung} 10,545$ sedangkan nilai signifikansi sebesar $0,000 < 0,05$. Uji hipotesis selanjutnya menunjukkan hasil nilai t hitung yaitu variabel Harga berpengaruh signifikan dengan nilai $0,005 < 0,05$ sedangkan variabel Kualitas Produk menunjukkan hasil berpengaruh signifikan dengan nilai $0,019 < 0,05$.

Kata Kunci :Harga, Kualitas Produk, Loyalitas Pelanggan.



MUH. GISWARI ALI PUTRA. NPM : 91511404122125. **The Influence of Price and Product Quality on Customer Loyalty in Nasi Kuning BundaPoso.**
Supervised by Holmes R. Kapuy and Iswan Masirete.

ABSTRACT

The purpose of the study was to find out the influence of variable price and product quality on customer loyalty at Nasi Kuning Bunda Poso. The sampling technique used probability sampling with a total of 36 people. The data in this study were analyzed based on multiple linear regression through the Statistical Program For Social Science (SPSS) version 25.

Based on the results of study obtained that statistical data analysis. The research indicators were valid and the variables were reliable. In classical assumption testing, the multicollinearity-free regression model did not occur heteroscedasticity and was normally distributed. The results of the regression equation are $Y = 3.898 + 0.484X_1 + 0.359X_2 + e$. The result of R^2 is 0.390 or 39%. The hypothesis test obtains that in the F test the price and product quality variables have a significant effect with the F value of 10.545 while the significance value is $0.000 < 0.05$. The next hypothesis test obtains the results of the t-count value, namely the price variable has a significant influence with a value of $0.005 < 0.05$, while the Product Quality variable obtains a significant effect with a value of $0.019 < 0.05$.

Keywords: Price, Product Quality, Customer Loyalty.