

ABSTRAK

PENGARUH DIMENSI KUALITAS PRODUK, DIMENSI HARGA, DIMENSI EMOSIONAL, DAN DIMENSI KEMUDAHAN PRODUK PASTA GIGI PEPSODENT TERHADAP KEPUASAN PELANGGAN

Studi Kasus pada Mahasiswa Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma Yogyakarta

Yany Purnawati
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk menjelaskan pengaruh secara parsial dan simultan dimensi kualitas produk, dimensi harga, dimensi emosional, dan dimensi kemudahan terhadap kepuasan pelanggan pengguna produk pasta gigi Pepsodent.

Penelitian dilakukan selama bulan Mei-Juni 2006 dengan metode studi kasus. Jumlah sampel yang digunakan sebanyak 150 responden, yang diambil menggunakan metode *accidental sampling*. Alat pengambilan data yang digunakan adalah kuesioner yang telah diuji validitas dan reliabilitasnya, wawancara dan studi pustaka. Sedangkan teknik analisis data untuk pengujian hipotesis menggunakan analisis linier berganda.

Hasil dari penelitian ini menjelaskan bahwa dimensi kualitas produk (X_1), dimensi harga (X_2), dimensi emosional (X_3), dan dimensi kemudahan (X_4) secara parsial berpengaruh positif signifikan terhadap kepuasan pelanggan (Y). Uji F menunjukkan dimensi kualitas produk (X_1), dimensi harga (X_2), dimensi emosional (X_3), dan dimensi kemudahan (X_4) berpengaruh secara simultan terhadap kepuasan pelanggan (Y). Koefisien determinasi $R^2=42\%$ yang mempunyai arti tinggi rendahnya kepuasan pelanggan (Y) 42% disebabkan oleh perubahan yang terjadi secara simultan pada dimensi kualitas produk (X_1), dimensi harga (X_2), dimensi emosional (X_3), dan dimensi kemudahan (X_4); sedangkan 58% sisanya disebabkan oleh perubahan yang terjadi pada variabel lain.

ABSTRACT

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, EMOTIONAL,
AND EASINESS DIMENSIONS PEPSODENT TOOHTPASTE'S
TO THE CUSTOMER SATISFACTION**
**A Case Study in Students of Management Department of Economic Faculty
Sanata Dharma University**

Yany Purnawati
Sanata Dharma University
Yogyakarta
2006

This research aimed to explain the partially and simultaneously influence of the quality product, price, emotional and easiness dimensions to the customer satisfaction of Pepsodent Toothpaste user.

This research was conducted in the period of May-June 2006 using case study method. Total samples used were 150 respondents that derived from the use of accidental sampling. Data collecting tools used were questionnaire, which its validity and reliability has been tested, interview and literature study. While, the analysis technique used to test the hypothesis was multiple linear analysis.

Result of the research explained that the product quality dimension (X_1), price dimension (X_2), emotional dimension (X_3), and easiness dimension (X_4) partially has positive and significant influence on the customer satisfaction (Y). The F-test was indicating that the product quality dimension (X_1), price dimension (X_2), emotional dimension (X_3), and easiness dimension (X_4) simultaneously influence to the customer satisfaction (Y). The determination coefficient R^2 was 42%, meaning that the lower or the higher of customer satisfaction (Y) by 42% was caused by the change occurred simultaneously in product quality dimension (X_1), price dimension (X_2), emotional dimension (X_3), and easiness dimension (X_4); while the rest of 58% was caused by the change occurred in other variables.