

HUBUNGAN PERSEPSI TENTANG KUALITAS PRODUK DISKON DENGAN KEPUASAN KONSUMEN DI *JOGJA CITY MALL*

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan Persepsi tentang kualitas produk diskon dengan kepuasan konsumen di *Jogja City Mall*. Penelitian ini menggunakan subjek sejumlah 100 orang (59 laki-laki dan 41 perempuan). Pengambilan data dilakukan dengan pengisian skala persepsi tentang kualitas produk diskon dan skala kepuasan konsumen. Reliabilitas dari skala kepuasan konsumen sebesar (α) = 0.644, reliabilitas dari dimensi *Performance* sebesar (α) = 0.650, reliabilitas dari dimensi *range and type of features* sebesar (α) = 0.625, reliabilitas dari dimensi *reliability and durability* sebesar (α) = 0.622, reliabilitas dari dimensi *maintainability and serviceability* sebesar (α) = 0.647, reliabilitas dari dimensi *sensory characteristic* sebesar (α) = 0.687, reliabilitas dari dimensi *Ethical profile and image* sebesar (α) = 0.673. Teknik analisis data pada penelitian ini menggunakan pengujian *Spearman's Rho* dalam program SPSS for windows versi 23.0 karena sebaran data tidak normal. Hasil penelitian menunjukkan bahwa terdapat hubungan yang positif dan signifikan ($r = 0.516$; $p = 0.000$) antara dimensi persepsi tentang kualitas produk diskon *Performance* ($\bar{x} = 16.13$; $SD = 2.043$) dengan kepuasan konsumen ($\bar{x} = 20.59$; $SD = 2.659$). Pada dimensi persepsi tentang kualitas produk diskon *Range and Type of Features* dengan Kepuasan konsumen memiliki hubungan yang tidak linier dengan signifikansi sebesar 0.756 dan $p > 0.05$. Hal tersebut menunjukkan, *Range and Type of Features* tidak berkorelasi dengan kepuasan konsumen. Terdapat hubungan yang positif dan signifikan ($r = 0.516$; $p = 0.000$) antara dimensi persepsi tentang kualitas produk diskon *Reliability and Durability* ($\bar{x} = 13.91$; $SD = 2.425$) dengan kepuasan konsumen ($\bar{x} = 20.59$; $SD = 2.659$). Kemudian terdapat hubungan yang positif dan signifikan ($r = 0.489$; $p = 0.000$) antara dimensi persepsi tentang kualitas produk diskon *Maintainability and Serviceability* ($\bar{x} = 11.30$; $SD = 2.082$) dengan kepuasan konsumen ($\bar{x} = 20.59$; $SD = 2.659$). Hasil menunjukkan bahwa terdapat hubungan yang positif dan signifikan ($r = 0.386$; $p = 0.000$) antara dimensi persepsi tentang kualitas produk diskon *Sensory Characteristic* ($\bar{x} = 14.71$; $SD = 2.152$) dengan kepuasan konsumen ($\bar{x} = 20.59$; $SD = 2.659$). Hasil menunjukkan bahwa terdapat hubungan yang positif dan signifikan ($r = 0.482$; $p = 0.000$) antara dimensi persepsi tentang kualitas produk diskon *Ethical Profile and Image* ($\bar{x} = 22.82$; $SD = 3.053$) dengan kepuasan konsumen ($\bar{x} = 20.59$; $SD = 2.659$).

Kata kunci : Kepuasan konsumen dan Persepsi tentang kualitas produk diskon



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ABSTRACT

This Research aimed to determine the relationship between the perception about Discount Product Quality with Constumer Satisfaction in Jogja City Mall. This study involved the 100 subjects (59 males and 41 females). The data collection was performed by filling the consumer satisfaction scale and the scale of Perception about quality of discount product. The reliability of the scale of costumer satisfaction was (α) = 0.644, the reliability of Performance dimensions was (α) = 0.650, the reliability of range and type of features dimensions was (α) = 0.625, the reliability of reliability and durability dimension was (α) = 0.622, the reliability of maintainability and serviceability dimensions was (α) = 0.647, the reliability of sensory characteristic dimensions was (α) = 0.687, the reliability of Ethical profile and image dimensions was (α) = 0.673. The data analysis techniques this research applied the Spearman's Rho test in SPSS for Windows version 23.0 since the data distribution was irregular. The results showed that there were positive and significant correlation ($r = 0.516$; $p = 0.000$) between the dimensions of product quality Performance ($X = 16:13$; $SD = 2,043$) with customer satisfaction ($x = 20:59$; $SD = 2,659$). The dimension perception about discount product quality Range and Type Range of Features with consumer satisfaction has a linear relationship with a significance of 0.756 and $p > 0.05$. It showed, Range and Type of Features not correlated with customer satisfaction. There were positive and significant correlation ($r = 0.516$; $p = 0.000$) between the dimension perception about discount product quality Reliability and Durability ($x = 13.91$; $SD = 2,425$) with customer satisfaction ($x = 20:59$; $SD = 2,659$). Then There were positive and significant correlation ($r = 0.489$; $p = 0.000$) between the dimension perception about discount product quality Maintainability and Serviceability ($X = 11:30$; $SD = 2.082$) with customer satisfaction ($x = 20:59$; $SD = 2,659$). The results showed that there were positive and significant correlation ($r = 0.386$; $p = 0.000$) between the dimension perception about discount product quality Sensory Characteristic ($x = 14.71$; $SD = 2,152$) with customer satisfaction ($x = 20:59$; $SD = 2,659$). The results showed that there is a positive and significant ($r = 0.482$; $p = 0.000$) between the dimension perception about discount product quality Ethical Profile and Image ($x = 22.82$; $SD = 3,053$) with customer satisfaction ($x = 20:59$; $SD = 2,659$),

Keywords: consumer satisfaction and Perception about discount product quality