

ABSTRAK

Nama : Rizky Firmansyah
Program Studi : Farmasi
Judul : Pengaruh Kualitas Produk Calmlet Terhadap Nilai Pelanggan, Kepuasan Pelanggan dan Dampak Pada Loyalitas Pelanggan di Apotek Cempaka Depok

Analisis penelitian pengaruh kualitas produk Calmlet terhadap nilai pelanggan, kepuasan pelanggan dan dampaknya pada loyalitas pelanggan di Apotek Cempaka Depok. Penelitian ini bertujuan untuk : (1) menganalisis pengaruh kualitas produk terhadap nilai pelanggan, (2) menganalisis pengaruh kualitas produk terhadap kepuasan pelanggan, (3) menganalisis pengaruh nilai pelanggan terhadap kepuasan pelanggan, (4) menganalisis pengaruh nilai pelanggan terhadap loyalitas pelanggan, dan (5) menganalisis pengaruh kepuasan pelanggan terhadap loyalitas pelanggan. Pengumpulan data penelitian ini menggunakan metode penyebaran kuesioner sebanyak 70 responden yang membeli obat di Apotek Cempaka Depok. Analisis data menggunakan statistika analisis dengan bantuan program *software* IBM SPSS 19. Hasil penelitian menunjukkan bahwa (1) kualitas produk berpengaruh positif dan signifikan terhadap nilai pelanggan, dimana kualitas produk yang meningkat maka nilai pelanggan juga meningkat, (2) kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dimana kualitas produk yang meningkat maka kepuasan pelanggan juga meningkat, (3) nilai pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dimana nilai pelanggan yang meningkat maka kepuasan pelanggan juga meningkat, (4) nilai pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, dimana nilai pelanggan yang meningkat maka loyalitas pelanggan juga akan meningkat, dan (5) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, dimana kepuasan pelanggan yang meningkat maka loyalitas pelanggan juga meningkat.

Kata kunci :

Kualitas Produk, Nilai Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

Name : Rizky Firmansyah
Study Program : Pharmacy
Title : *The Effect of Calmlet product quality on Customer Value, Customer Satisfaction and its impact on Customer Loyalty in Cempaka Depok Pharmacy*

Analysis of research The effect of Calmlet product quality on customer value, customer satisfaction and its impact on customer loyalty in Cempaka Depok Pharmacy. This study aims to: (1) analyze the effect of product quality on customer value, (2) analyze the effect of product quality to customer satisfaction, (3) analyze the effect of customer value on customer satisfaction, (4) analyze the effect of customer value on customer loyalty, and (5) analyze the effect of customer satisfaction on customer loyalty. The data collection method used in this study questionnaires were 70 respondents who buy drugs in Cempaka pharmacies Depok more than 2 (two) times. Analysis of the data using statistical analysis with the help of IBM SPSS 19 software program. The results showed that (1) the quality of the product positive and significant impact on customer value, which increases the quality of the products is also increasing customer value, (2) the quality of the product positive and significant effect on customer satisfaction, which increases the quality of the products that customer satisfaction is also increases, (3) customer value positive and significant effect on customer satisfaction, which increases the value of customers also increased customer satisfaction, (4) customer value positive and significant effect on customer loyalty, which increases the value customers will also increase customer loyalty , and (5) customer satisfaction positive and significant effect on customer loyalty, increase customer satisfaction which then also increases customer loyalty.

Keywords:

Product Quality, Customer Value, Customer Satisfaction, Customer Loyalty.