

**PENGARUH KUALITAS PRODUK DAN NILAI PELANGGAN
TERHADAP KEPUASAN PELANGGAN DI TOKO BUSANA ADAT BALI
MAUDENG BAGUS SINGARAJA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji 1) pengaruh kualitas produk terhadap kepuasan pelanggan di Toko busana adat Bali Maudeng Bagus Singaraja, 2) pengaruh nilai pelanggan terhadap kepuasan pelanggan di Toko busana adat Bali Maudeng Bagus Singaraja, dan 3) pengaruh kualitas produk dan nilai pelanggan terhadap kepuasan pelanggan di Toko busana adat Bali Maudeng Bagus Singaraja. Desain penelitian yang digunakan adalah kuantitatif yang bersifat kausal. Penentuan sampel dalam penelitian ini menggunakan metode non *probability sampling* dengan teknik *purposive sampling*. Jumlah sampel yang digunakan adalah 170 responden. Subjek penelitian ini adalah seluruh pelanggan yang melakukan pembelian produk busana adat Bali di Toko Maudeng Bagus Singaraja dan objek penelitian ini adalah kualitas produk, nilai pelanggan, dan kepuasan pelanggan. Data dikumpulkan melalui penyebaran kuesioner. Teknik analisis yang digunakan berupa analisis regresi linier berganda dan pengolahan data dilakukan melalui aplikasi SPSS 25. Hasil penelitian menunjukkan 1) kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, 2) nilai pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dan 3) kualitas produk dan nilai pelanggan berpengaruh signifikan terhadap kepuasan pelanggan.

Kata-kata kunci : kualitas produk, nilai pelanggan, kepuasan pelanggan

***THE EFFECT OF PRODUCT QUALITY AND CUSTOMER VALUE ON
CUSTOMER SATISFACTION IN THE BALI TRADITIONAL CLOTHING
SHOP MAUDENG BAGUS SINGARAJA***

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ABSTRACT

This study aims to test 1) the effect of product quality on customer satisfaction at the Balinese traditional clothing store Maudeng Bagus Singaraja, 2) the effect of customer value on customer satisfaction at the Balinese traditional clothing store Maudeng Bagus Singaraja, and 3) the effect of product quality and customer value on customer satisfaction at the Balinese traditional clothing store Maudeng Bagus Singaraja. The research design used is quantitative causal. The determination of the sample in this study used a non-probability sampling method with a purposive sampling technique. The number of samples used was 170 respondents. The subjects of this study were all customers who purchased Balinese traditional clothing products at the Maudeng Bagus Singaraja Store and the objects of this study were product quality, customer value, and customer satisfaction. Data were collected through questionnaires. The analysis technique used was multiple linear regression analysis and data processing was carried out through the SPSS 25 application. The results of the study showed 1) product quality had a positive and significant effect on customer satisfaction, 2) customer value had a positive and significant effect on customer satisfaction, and 3) product quality and customer value had a significant effect on customer satisfaction.

Keywords: product quality, customer value, customer satisfaction