

# **PENGARUH KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN DAIHATSU**

**Oleh**

**Devito Ryamirzad Ramadhan, NIM 2117041306**

**Jurusan Manajemen**

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui, menguji, dan menganalisis pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen Daihatsu Singaraja. Variabel yang diteliti adalah kualitas produk ( $X_1$ ) dan kualitas pelayanan ( $X_2$ ) sebagai variabel independen, serta kepuasan konsumen ( $Y$ ) sebagai variabel dependen. Penelitian menggunakan pendekatan kuantitatif dengan teknik purposive sampling. Pengumpulan data dilakukan dengan penyebaran kuesioner dengan jumlah 150 responden. Instrumen penelitian diuji menggunakan uji validitas dan reliabilitas, kemudian data dianalisis dengan uji asumsi klasik (normalitas, multikolinearitas, dan heteroskedastisitas). Teknik analisis data yang digunakan adalah regresi linier berganda dengan uji F, uji t, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa kualitas produk dan kualitas pelayanan berpengaruh positif dan signifikan baik secara simultan maupun parsial terhadap kepuasan konsumen. Kontribusi kedua variabel terhadap kepuasan konsumen sebesar 82%, dengan kualitas pelayanan terbukti lebih dominan dibandingkan kualitas produk.

**Kata Kunci:** kualitas produk, kualitas pelayanan, kepuasan konsumen

# THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT DAIHATSU SINGARAJA

By:

Devito Ryamirzad Ramadhan, NIM 2117041306

Management Department

## ABSTRACT

*This study aims to determine, examine, and analyze the effect of product quality and service quality on customer satisfaction at Daihatsu Singaraja. The variables studied consist of product quality ( $X_1$ ) and service quality ( $X_2$ ) as independent variables, and customer satisfaction ( $Y$ ) as the dependent variable. This research employed a quantitative approach with purposive sampling. Data were collected through questionnaires distributed to 150 respondents. The research instruments were tested using validity and reliability tests, while the data were analyzed through classical assumption tests (normality, multicollinearity, and heteroscedasticity). The analytical method applied was multiple linear regression with F-test, t-test, and coefficient of determination. The results indicate that both product quality and service quality have a positive and significant effect, simultaneously and partially, on customer satisfaction. The contribution of these two variables to customer satisfaction is 82%, with service quality proven to have a more dominant influence compared to product quality.*

**Keywords:** *product quality, service quality, customer satisfaction*