

PENGARUH KUALITAS PRODUK DAN NILAI PELANGGAN TERHADAP KEPUASAN PELANGGAN DI TOKO BUSANA ADAT BALI REZA DISTROBALI

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ABSTRAK

Penelitian ini dilatarbelakangi oleh terjadinya fluktuasi penjualan dan masih ditemukannya ketidakpuasan sebagian pelanggan terhadap produk Busana Adat Bali di Toko Reza Distrobali. Kondisi tersebut diduga disebabkan oleh kualitas produk dan nilai pelanggan yang belum sepenuhnya memenuhi harapan konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk terhadap kepuasan pelanggan, pengaruh nilai pelanggan terhadap kepuasan pelanggan, serta pengaruh kualitas produk dan nilai pelanggan secara simultan terhadap kepuasan pelanggan di Toko Busana Adat Bali Reza Distrobali. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal. Populasi penelitian adalah seluruh pelanggan Toko Reza Distrobali, sedangkan sampel penelitian berjumlah 160 responden yang ditentukan menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner, sedangkan analisis data menggunakan analisis regresi linier berganda yang didukung uji asumsi klasik, uji parsial (uji t), uji simultan (uji F), dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Nilai pelanggan juga berpengaruh positif dan signifikan terhadap kepuasan pelanggan serta menjadi variabel yang memberikan pengaruh lebih dominan dibandingkan kualitas produk. Secara simultan, kualitas produk dan nilai pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Disimpulkan bahwa peningkatan kualitas produk dan nilai pelanggan mampu meningkatkan kepuasan pelanggan di Toko Busana Adat Bali Reza Distrobali. Oleh karena itu, pihak toko diharapkan mampu mempertahankan kualitas produk, meningkatkan nilai yang dirasakan pelanggan melalui pelayanan dan manfaat produk yang lebih baik, serta melakukan inovasi secara berkelanjutan agar kepuasan pelanggan tetap terjaga dan daya saing usaha semakin meningkat.

Kata kunci: kepuasan pelanggan, kualitas produk, nilai pelanggan, regresi linier berganda.

**THE INFLUENCE OF PRODUCT QUALITY AND CUSTOMER VALUE ON
CUSTOMER SATISFACTION AT REZA DISTROBALI BALINESE
TRADITIONAL CLOTHING STORE**

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ABSTRACT

This study was motivated by fluctuating sales and the existence of customer dissatisfaction with the Balinese traditional clothing products offered by Reza Distrobali Store. These conditions were presumed to result from product quality and customer value that had not fully met customer expectations. This study aimed to analyze the effect of product quality on customer satisfaction, the effect of customer value on customer satisfaction, and the simultaneous effect of product quality and customer value on customer satisfaction at Reza Distrobali Balinese Traditional Clothing Store. This research employed a quantitative approach with a causal research design. The population consisted of all customers of Reza Distrobali Store, while the sample comprised 160 respondents selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression supported by classical assumption tests, partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (R^2). The findings revealed that product quality had a positive and significant effect on customer satisfaction. Customer value also had a positive and significant effect on customer satisfaction and was found to have a more dominant influence than product quality. Furthermore, product quality and customer value simultaneously had a positive and significant effect on customer satisfaction. It can be concluded that improving product quality and enhancing customer value are essential to increasing customer satisfaction at Reza Distrobali Store. Therefore, the store is expected to maintain product quality, enhance customer value by providing better products and services, and continuously innovate to sustain customer satisfaction and strengthen its competitiveness in the Balinese traditional clothing market.

Keywords: *customer satisfaction, customer value, multiple linear regression, product quality.*