

***The Effect of Brand, Price, and Product Quality on Customer Satisfaction at Sewing Services UD. SHJ Tailor, Muhammad Nur Ilham, Ali Muhajir, M.M., Ana Fitriyatul Bilgies, M.M., Management Study Program, Faculty of Economics, Darul ‘Úlum Islamic University Lamongan.***

### **ABSTRACT**

*This study aims to determine the effect of brand, price and product quality partially or simultaneously on customer satisfaction UD. SHJ Tailor. This research uses quantitative methods with a sample of 90 respondents. The sampling technique used random sampling and data obtained from distributing questionnaires. The analysis method used was questionnaire test, classical assumption test, hypothesis testing, multiple linear regression and coefficient of determination ( $R^2$ ), and processed using SPSS version 25. The results of the analysis obtained show that the brand partially has a positive effect on customer satisfaction UD . SHJ Tailor evidenced by  $T_{hitung} 9.429 > 1.66277 T_{table}$ . The price variable partially has a positive effect on customer satisfaction UD. SHJ Tailor is evidenced by  $T_{count} 6.328 > T_{table} 1.66277$ . Product quality variables partially have a positive effect on customer satisfaction UD. SHJ Tailor is evidenced by  $T_{count} -3.345 > T_{table} 1.66277$ . Brand variables, price and product quality simultaneously have a positive effect on Customer Satisfaction as evidenced by  $F_{count} 96.083 > F_{table} 2.70$ . and the adjusted r square value of 0.762 or 76.2%.*

**Keywords: Brand, Price, Product Quality and Customer Satisfaction**

**Pengaruh Merek, Harga, Dan Kualitas Produk Terhadap Kepuasan Pelanggan Pada Jasa Jahit UD. SHJ Tailor, Muhammad Nur Ilham, Ali Muhajir, M.M., Ana Fitriyatul Bilgies, M.M., Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh merek, harga dan kualitas produk secara parsial maupun simultan kepuasan pelanggan UD. SHJ Tailor. Penelitian ini menggunakan metode kuantitatif dengan sampel berjumlah 90 responden. Teknik pengambilan sampel menggunakan random sampling dan data diperoleh dari penyebaran kuesioner. Metode analisis yang digunakan uji kuesioner, uji asumsi klasik, uji hipotesis, regresi linier berganda dan koefisien determinasi ( $R^2$ ), dan diolah dengan menggunakan SPSS versi 25. Hasil analisis yang didapat menunjukkan bahwa merek secara parsial berpengaruh positif terhadap kepuasan pelanggan UD. SHJ Tailor dibuktikan dengan  $T_{hitung} 9.429 > 1,66277 T_{tabel}$ . Variabel harga secara parsial berpengaruh positif terhadap kepuasan pelanggan UD. SHJ Tailor dibuktikan dengan  $T_{hitung} 6.328 > T_{tabel} 1,66277$ . Variabel kualitas produk secara parsial berpengaruh positif terhadap kepuasan pelanggan UD. SHJ Tailor dibuktikan dengan  $T_{hitung} (-3.345 > T_{tabel} 1,66277$ . Variabel merek, harga dan kualitas produk secara simultan berpengaruh positif terhadap Kepuasan Pelanggan dibuktikan dengan  $F_{hitung} 96.083 > F_{tabel} 2.70$ . dan hasil nilai *adjusted r square* sebesar 0.762 atau 76,2%.

Kata kunci : Merek, Harga, Kualitas Produk dan Kepuasan Pelanggan