

ABSTRAK

Romualdus Tolan Danibao, 22942020020, **Analisis Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan Pada Toko Fajar Toserbah**. Skripsi. Program Studi Kewirausahaan, Institut Filsafat dan Teknologi Kreatif Ledalero, 2026.

Penelitian ini dilatarbelakangi oleh meningkatnya persaingan di sektor ritel, terutama di Kabupaten Sikka, yang menuntut setiap usaha untuk memperhatikan faktor-faktor yang dapat memengaruhi kepuasan pelanggan. Toko Fajar Toserba sebagai salah satu usaha ritel lokal perlu mengoptimalkan kualitas pelayanan dan strategi harga agar mampu bersaing dan mempertahankan pelanggan. Tujuan penelitian ini adalah untuk mengetahui dan mendeskripsikan pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan, baik secara parsial maupun simultan.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif. Populasi penelitian adalah seluruh konsumen yang pernah berbelanja di Toko Fajar Toserba. Sampel ditentukan menggunakan rumus Lemeshow sebanyak 100 responden dengan teknik *accidental sampling*. Pengumpulan data dilakukan melalui kuesioner skala Likert. Teknik analisis data meliputi uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linear berganda, serta uji hipotesis (uji t, uji F, dan koefisien determinasi).

Hasil penelitian menunjukkan bahwa: (1) Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dibuktikan dengan nilai t hitung (8,758) > t tabel (1,66055) dan signifikansi $0,000 < 0,05$; (2) Harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dengan nilai t hitung (4,080) > t tabel (1,66055) dan signifikansi $0,000 < 0,05$; (3) Secara simultan, kualitas pelayanan dan harga berpengaruh signifikan terhadap kepuasan pelanggan, dengan nilai F hitung (102,152) > F tabel (3,938) dan signifikansi 0,000. Nilai *adjusted R square* sebesar 0,671 menunjukkan bahwa kedua variabel independen mampu menjelaskan 67,1% variasi kepuasan pelanggan, sedangkan sisanya dijelaskan oleh variabel lain di luar penelitian.

Berdasarkan hasil tersebut, disimpulkan bahwa kualitas pelayanan dan harga secara bersama-sama maupun parsial berpengaruh positif dan signifikan terhadap kepuasan pelanggan Toko Fajar Toserba. Kualitas pelayanan memiliki pengaruh yang lebih dominan dibandingkan harga. Oleh karena itu, disarankan bagi pihak toko untuk terus meningkatkan kualitas pelayanan, mempertahankan strategi harga yang kompetitif, serta mempertimbangkan faktor lain seperti kualitas produk, promosi, dan fasilitas toko untuk penelitian selanjutnya.

Kata Kunci: Kualitas Pelayanan, Harga, Kepuasan Pelanggan, Toko Ritel, Fajar Toserbah

ABSTRACT

Romualdus Tolan Danibao, 22942020020, **Analysis of the Influence of Service Quality and Price on Customer Satisfaction at Fajar Toserbah Store**. Thesis. Entrepreneurship Study Program, Ledalero Institute of Philosophy and Creative Technology, 2026.

This research is motivated by increasing competition in the retail sector, particularly in Sikka Regency, which requires every business to consider factors that can influence customer satisfaction. Fajar Toserba, as a local retail business, needs to optimize its service quality and pricing strategy to compete and retain customers. The purpose of this study is to determine and describe the influence of service quality and price on customer satisfaction, both partially and simultaneously.

This study used a quantitative method with an associative approach. The study population was all consumers who had shopped at Fajar Toserba. The sample was determined using the Lemeshow formula, with 100 respondents using an accidental sampling technique. Data collection was conducted using a Likert-scale questionnaire. Data analysis techniques included validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing (t-test, F-test, and coefficient of determination).

The results showed that: (1) Service quality has a positive and significant effect on customer satisfaction, as evidenced by the calculated t-value (8.758) > t-table (1.66055) and a significance level of $0.000 < 0.05$; (2) Price has a positive and significant effect on customer satisfaction, with a calculated t-value (4.080) > t-table (1.66055) and a significance level of $0.000 < 0.05$; (3) Simultaneously, service quality and price have a significant effect on customer satisfaction, with a calculated F-value (102.152) > F-table (3.938) and a significance level of 0.000. The adjusted R-square value of 0.671 indicates that the two independent variables explain 67.1% of the variation in customer satisfaction, with the remainder explained by other variables outside the study.

Based on these results, it is concluded that service quality and price, both jointly and partially, have a positive and significant effect on customer satisfaction at Fajar Toserba. Service quality has a more dominant influence than price. Therefore, it is recommended that the store continue to improve service quality, maintain a competitive pricing strategy, and consider other factors such as product quality, promotions, and store facilities for further research.

Keywords: Service Quality, Price, Customer Satisfaction, Retail Store, Fajar Toserba.

