

Pengaruh Ekuitas Merek Dan Deferensiasi Produk Terhadap Kepuasan Pelanggan PT Laris Sumut Makmur Medan

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Abstrak

Penelitian ini bertujuan menganalisis dampak Ekuitas merek dan deferensiasi produk terhadap kepuasan pelanggan PT Laris Sumut Makmur Medan. Populasi dan sampel berjumlah 50 orang. Pengujian menggunakan teknik analisis linear berganda hasil uji hipotesis secara parsial didapat bahwa ekuitas merek memiliki nilai $t_{hitung} > t_{tabel}$ yaitu $3,087 > 1,67793$ dengan taraf signifikan $0,003 < 0,05$, deferensiasi produk memiliki nilai $t_{hitung} > t_{tabel}$ yaitu $5,906 > 1,67793$ dengan taraf signifikan $0,000 < 0,05$ sehingga Ekuitas merek dan deferensiasi produk secara parsial berpengaruh dan signifikan terhadap kepuasan pelanggan PT Laris Sumut Makmur Medan. Hasil pengujian secara simultan didapat bahwa nilai $F_{hitung} > F_{tabel}$ sebesar $46,216 > 3,20$ dengan taraf signifikan $0,000 < 0,05$ Ekuitas merek dan deferensiasi produk secara simultan berpengaruh dan signifikan terhadap kepuasan pelanggan PT Laris Sumut Makmur Medan. Perolehan pengujian koefisien determinasi didapat nilai *adjusted r square* sebesar 0,649 atau sebesar 25,1% yang artinya bahwa ekuitas merek dan deferensiasi produk hanya menjelaskan variasi variabel kepuasan pelanggan sebesar 64,9% dan sisanya 25,1% dipengaruhi oleh variabel lain diluar variabel penelitian ini.

Kata Kunci : ekuitas merek, deferensiasi produk, kepuasan pelanggan

The Effect of Brand Equity and Product Differentiation on Customer Satisfaction at PT Laris Sumut Makmur Medan

Abstract

This study aims to analyze the impact of brand equity and product differentiation on customer satisfaction at PT Laris Sumut Makmur Medan. The population and sample are 50 people. Testing using multiple linear analysis techniques partial hypothesis test results obtained that brand equity has a value of $t_{count} > t_{table}$ that is $3.087 > 1.67793$ with a significant level of $0,003 < 0,05$, product differentiation has a value of $t_{count} > t_{table}$ that is $5,906 > 1.67793$ with a level of significant $0.000 < 0.05$ so that brand equity and product differentiation partially and significantly affect customer satisfaction PT Laris Sumut Makmur Medan. Simultaneous test results obtained that the value of $F_{count} > F_{table}$ of $46.216 > 3.20$ with a significant level of $0.000 < 0.05$ Brand equity and product differentiation simultaneously have a significant and significant effect on customer satisfaction at PT Laris Sumut Makmur Medan. Obtaining the coefficient of determination test obtained an adjusted r square value of 0.64,9 or 25.1%, which means that brand equity and product differentiation only explain variations in customer satisfaction variables by 64.9% and the remaining 25.1% is influenced by other variables outside of this research variable.

Keywords: brand equity, product differentiation, customer satisfaction