

Analysis Fashion Product Customer Satisfaction Of UNIQLO

By Agus Tri Wahyuni

ABSTRAK

One of the fast growing multinational companies is UNIQLO. The development of its business can be seen from the growth rate of income and consumers. However, currently there is a problem with customer satisfaction for UNIQLO fashion products, namely the provision of 1 star which is aimed at evaluating UNIQLO fashion products on the UNIQLO website account. So that the formulation of the problem determined is whether product quality, brand image and service quality affect customer satisfaction. The purpose of this study is to prove and analyze the effect of product quality, brand image and service quality on customer satisfaction of UNIQLO fashion products in the Jakarta area. The type of data used is quantitative data type with the population being UNIQLO fashion product consumers in the Jakarta area. With a sample of 100 UNIQLO fashion product consumers who have bought and used UNIQLO fashion products. The method used is purposive sampling. Data was collected through the distribution of questionnaires. The analysis technique uses Partial Least Square (PLS) with SmartPLS 3.0 software. The results obtained show the results that: (1) Product quality has no effect and is not significant on customer satisfaction. (2) Brand image has a positive and significant effect on customer satisfaction. (3) Service quality has a positive and significant effect on customer satisfaction.

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

Analisis Kepuasan Pelanggan Produk Fashion UNIQLO

Oleh Agus Tri Wahyuni

ABSTRAK

Salah satu perusahaan multinasional yang berkembang pesat yaitu UNIQLO. Perkembangan usahanya dapat dilihat dari laju pertumbuhan pendapatan dan konsumennya. Namun saat ini terjadi masalah pada kepuasan pelanggan produk fashion UNIQLO, yaitu adanya pemberian bintang 1 yang ditujukan dengan penilaian produk fashion UNIQLO di akun website UNIQLO. Sehingga rumusan masalah yang ditetapkan yaitu apakah kualitas produk, citra merek dan kualitas pelayanan berpengaruh terhadap kepuasan pelanggan. Tujuan penelitian ini untuk membuktikan dan menganalisis pengaruh kualitas produk, citra merek dan kualitas pelayanan terhadap kepuasan pelanggan produk fashion UNIQLO di wilayah Jakarta. Jenis data yang digunakan ialah jenis data kuantitatif dengan populasi ialah konsumen produk fashion UNIQLO di wilayah Jakarta. Dengan sampel sebanyak 100 konsumen produk fashion UNIQLO yang pernah membeli dan menggunakan produk fashion UNIQLO. Metode yang digunakan ialah *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis menggunakan Partial Least Square (PLS) dengan software SmartPLS 3.0. Hasil yang didapatkan menunjukkan hasil bahwa (1) Kualitas produk tidak berpengaruh dan tidak signifikan terhadap kepuasan pelanggan. (2) Citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (3) Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata kunci : kualitas produk, citra merek, kualitas pelayanan, kepuasan pelanggan