

**HUBUNGAN ANTARA KUALITAS PRODUK DAN KUALITAS  
PELAYANAN TERHADAP KEPUASAN KONSUMEN  
DI PT. ASTRA HONDA MOTOR CENTER  
KOTA SEMARANG**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen di PT. Astra Honda Motor Center kota Semarang. Penelitian ini menggunakan metode penelitian kuantitatif yang dilakukan pada 100 konsumen di PT. Astra Honda Motor Center kota Semarang. Penelitian ini menggunakan 3 skala pengukuran, yaitu skala kepuasan konsumen, skala kualitas produk dan skala kualitas pelayanan. Skala kepuasan konsumen berjumlah 48 aitem dengan rentang daya beda 0,303 – 0,719 dan koefisien reliabilitas sebesar 0,935. Skala kualitas produk berjumlah 56 aitem dengan rentang daya beda 0,350 – 0,757 dan koefisien reliabilitas sebesar 0,972. Skala kualitas pelayanan berjumlah 40 aitem dengan rentang daya beda 0,371 – 0,777 dan koefisien reliabilitas sebesar 0,959. Teknik analisis data yang digunakan yaitu analisis regresi dua prediktor dan korelasi parsial. Hasil uji hipotesis pertama menunjukkan ada hubungan yang sangat signifikan antara kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen, dimana korelasi  $R = 0.449$  dan  $F_{hitung} = 6.198$  dengan taraf signifikansi sebesar 0.001 ( $p < 0,01$ ). Hasil uji hipotesis kedua menunjukkan tidak ada hubungan antara kualitas produk terhadap kepuasan konsumen, dimana korelasi  $r_{1y} = 0.258$  dengan taraf signifikansi  $p = 0.067$  ( $p > 0,05$ ). Hasil uji hipotesis ketiga menunjukkan ada hubungan positif yang signifikan antara kualitas pelayanan dengan kepuasan konsumen, dimana korelasi  $r_{2y} = 0,307$  dengan taraf signifikansi  $p = 0,029$  ( $p < 0,05$ ).

**Kata kunci :** Kepuasan konsumen, kualitas produk, kualitas pelayanan.

**RELATIONSHIP BETWEEN QUALITY PRODUCT AND QUALITY  
SERVICE WITH CUSTOMER SATISFACTION  
IN PT. ASTRA HONDA MOTOR CENTER  
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**ABSTRACT**

*This research aims to determine the correlation between product quality and service quality with customer satisfaction in PT. Astra Honda Motor Center Semarang City. This research used quantitative research methods conducted on 100 customer in PT. Astra Honda Motor Center Semarang City. This study used three measurement scales, customer satisfaction scale, product quality scale and service quality scale. Customer satisfaction scale consisted of 48 items with the coefficient correlation score starts from 0,303 - 0,719 and reliability coefficient equal to 0,935. Product quality scale consisted of 56 items with the coefficient correlation score starts from 0.350 - 0.757 and reliability coefficient equal to 0.972. Service quality scale consisted of 40 items with the coefficient correlation score starts from 0,371 - 0,777 and reliability coefficient equal to 0,959. The data analysis technique used are two predictors regression analysis and partial correlation. The results of the first hypothesis testing shows that there is a very significant relationship between product quality and service quality with customer satisfaction with correlation  $R = 0.449$  and  $F_{hitung} = 6.198$  with significance level equal to 0.001 ( $p < 0.01$ ). The result of second hypothesis testing shows that there is no correlation between product quality to customer satisfaction, where the correlation  $r_{1y} = 0.258$  with significant level  $p = 0.067$  ( $p > 0,05$ ). The result of second hypothesis testing shows that there is a significant positive correlation between service quality and customer satisfaction, where the correlation  $r_{2y} = 0,307$  with significance level  $p = 0,029$  ( $p < 0,05$ ).*

**Keywords :** *Customer Satisfaction, Product Quality, Service Quality.*