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Judul : Pengaruh Harga Dan Kualitas Produk Terhadap Kepuasan Pelanggan
(Studi Pada Pembeli Produk Eiger Melalui Platform Shopee)

Nama : Intan Aulia Salsabila

Menerangkan bahwa abstrak dengan judul di atas telah diterjemahkan ke dalam Bahasa Inggris oleh Lembaga Pengembangan Bahasa dan Kerja Sama (LPBK), Universitas Muhammadiyah Pekajangan Pekalongan.

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Aida Rusmarihana, S.Kep., Ns., MAN

**Program Studi Sarjana Manajemen
Fakultas Ekonomika dan Bisnis
Universitas Muhammadiyah Pekajangan Pekalongan**

ABSTRAK

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Pengaruh Harga dan Kualitas Produk terhadap Kepuasan Pelanggan

(Studi pada Pembeli Produk Eiger melalui Platform Shopee)

Pendahuluan

Perkembangan e-commerce di Indonesia telah mengubah perilaku konsumen dalam berbelanja, termasuk pembelian produk Eiger melalui Shopee. Penelitian ini bertujuan menganalisis pengaruh harga dan kualitas produk terhadap kepuasan pelanggan. Penelitian menggunakan pendekatan kuantitatif dengan sampel 144 responden yang pernah membeli produk Eiger di Shopee. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan SPSS 26 dengan regresi linear berganda yang didukung uji validitas, reliabilitas, uji asumsi klasik, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa model penelitian memenuhi kriteria valid, reliabel, dan asumsi klasik. Harga tidak berpengaruh signifikan terhadap kepuasan pelanggan (Sig. 0,339), sedangkan kualitas produk berpengaruh positif dan signifikan (Sig. 0,000). Secara simultan, harga dan kualitas produk berpengaruh signifikan terhadap kepuasan pelanggan (Sig. 0,000). Nilai Adjusted R^2 sebesar 64,6% menunjukkan bahwa kepuasan pelanggan sebagian besar dijelaskan oleh kedua variabel tersebut. Dengan demikian, kualitas produk menjadi faktor utama yang perlu dipertahankan untuk meningkatkan kepuasan pelanggan.

Metode

Sesuai arahan metodologi Sugiyono (2017), penelitian ini menggunakan rancangan kuantitatif yang ditujukan untuk menguji efek variabel harga dan kualitas produk terhadap kepuasan pelanggan Eiger pada aplikasi Shopee. Target populasi terdiri atas seluruh pengguna yang tercatat pernah membeli produk Eiger lewat Shopee setidaknya sekali dalam kurun enam bulan terakhir. Melalui metode *purposive sampling*, sampel ditetapkan sebanyak 144 responden sesuai ketentuan Hair dkk. (2022). Informasi mentah (data primer) dihimpun via kuesioner daring Google Form skala Likert (1–5), sedangkan data sekunder disarikan dari beragam referensi teoretis dan riset terdahulu. Proses evaluasi data kemudian memanfaatkan bantuan perangkat lunak SPSS versi 26, diawali dengan pemeriksaan ketepatan ukur (validitas), reliabilitas, serta pengujian asumsi klasik. Setelah itu, estimasi dilanjutkan dengan regresi linear berganda, uji t, uji F, hingga koefisien determinasi (*Adjusted R²*) guna mengukur keterhubungan antarvariabel penelitian.

Diskusi

Target sasaran dalam studi ini berfokus pada konsumen Eiger di e-commerce Shopee yang memiliki riwayat pembelian di akun resmi Eiger minimal satu kali dalam rentang waktu enam bulan terakhir. Pengumpulan data dilakukan dengan menjaring sebanyak 144-unit kuesioner, yang selanjutnya dikelompokkan berdasarkan karakteristik profil responden, meliputi aspek jenis kelamin, pendidikan akhir, pendapatan per bulan, usia, serta intensitas transaksi. Kuesioner disebarkan melalui Instagram, Tiktok dan post vt.telegram di grub pengguna produk Eiger pada tanggal 17 mei-20 mei 2026. berikut data yang didapat dari penyebaran kuesioner yaitu sebesar 144 data dari responden.

Hasil dan Kesimpulan

Dari hasil analisis yang mengevaluasi dampak variabel harga serta mutu barang pada tingkat kepuasan konsumen Eiger di e-commerce Shopee, dapat ditarik simpulan bahwa kualitas produk menjadi faktor penentu utama yang memberikan dorongan nyata secara mandiri terhadap rasa puas pembeli. Konsistensi mutu, ketahanan bahan, serta keandalan fungsional produk luar ruangan yang disajikan oleh Eiger Adventure Official Store terbukti sanggup mengakomodasi hingga melampaui harapan konsumen, sehingga menghadirkan persepsi positif dan mendorong loyalitas berupa dorongan transaksi kembali maupun rekomendasi secara sukarela.

**Undergraduate Program in Management
Faculty of Economics and Business
University of Muhammadiyah Pekajangan Pekalongan**

ABSTRACT

Intan Aulia Salsabila

The Effect of The Price and The Product Quality on Customers' Satisfaction

(A Study on The Customers' Eiger Product Using Shopee Platform)

Introductions

The growth of e-commerce in Indonesia has significantly transformed consumer shopping behavior, including the purchase of Eiger products through Shopee. This study aims to analyze the impact of price and product quality on customer satisfaction. A quantitative approach was employed, utilizing a sample of 144 respondents who had purchased Eiger products on Shopee. Data were collected via Likert-scale questionnaires and analyzed using SPSS 26 through multiple linear regression, supported by validity and reliability tests, classical assumption tests, t-tests, F-tests, and the coefficient of determination.

The results indicate that the research model meets the criteria for validity, reliability, and classical assumptions. Price did not have a significant effect on customer satisfaction ($p\text{-value} = 0.339$), while product quality had a positive and significant effect ($p\text{-value} = 0.000$). Furthermore, both price and product quality significantly influenced customer satisfaction when considered together ($p\text{-value} = 0.000$). The Adjusted R^2 value of 64.6% indicates that these two variables largely explain customer satisfaction. As a result, product quality emerges as the primary factor that must be maintained to enhance customer satisfaction.

Method

This study follows the methodology outlined by Sugiyono (2017) and employs a quantitative design to examine the effects of price and product quality on customer satisfaction among users of Eiger products on the Shopee application. The target population includes all individuals who have purchased Eiger products through Shopee at least once in the past six months.

Using a purposive sampling method, a sample of 144 respondents was selected, consistent with the guidelines provided by Hair et al. (2022). Primary data were collected through an online Google Form questionnaire that utilized a Likert scale ranging from 1 to 5. Additionally, secondary data were gathered from various theoretical references and prior research.

Data analysis was conducted using SPSS software (version 26). The analysis began with assessments of validity, reliability, and classical assumption testing. Following this, the study proceeded with multiple linear regression analysis, t-tests, F-tests, and calculating the coefficient of determination (Adjusted R^2) to evaluate the relationships between the study variables.

Discussion

The target samples for this study consists of Eiger consumers on the Shopee e-commerce platform who have made at least one purchase from the official Eiger store within the last six months. Data collection involved gathering 144 completed questionnaires, which were subsequently categorized based on respondent profile characteristics, including gender, highest level of education, monthly income, age, and transaction frequency. The questionnaires were distributed via Instagram, TikTok, and Telegram posts within Eiger product user groups between May 17 and May 20, 2026, resulting in a total of 144 responses.

Result and Conclusion

An analysis evaluating the impact of price and product quality on the satisfaction levels of Eiger consumers on the Shopee e-commerce platform reveals that product quality is the primary determinant driving buyer satisfaction. The consistent quality, material durability, and functional reliability of the outdoor products offered by the Eiger Adventure Official Store have proven capable of meeting and even exceeding consumer expectations, thereby fostering positive perceptions and driving loyalty—manifested through repeat purchases and voluntary recommendations.