

Abstract

The subject of this research is that smartphone users take a sample of 150 people. Analysis model is linear regression analysis. Proof of the hypothesis by using a statistical test supported by statistical t-test and F-test with a statistical program SPSS.

The results of the partial correlation analysis between the value of the product (product value) to the customer satisfaction obtained $t = 3.898$ with $p = 0.000$ ($p < 0.05$) so that the null hypothesis is rejected. The results of the partial correlation analysis between the value of the personnel (personnel value) to the customer satisfaction obtained $t = 1.778$ with $p = 0.078$ ($p > 0.05$) so that the null hypothesis is accepted. The results of the partial correlation analysis between the value of the service (service value) to the customer satisfaction obtained $t = 0.493$ with $p = 0.622$ ($p > 0.05$) so that the null hypothesis is accepted. The results of the partial correlation analysis between the value of the brand image (image value) to the customer satisfaction obtained $t = 2.029$ with $p = 0.044$ ($p < 0.05$) so that the null hypothesis is rejected. While simultaneously the value of the product (product value), the value of the personnel (personnel value), the value of the service (service value) and the value of the brand image (image value) effect on customer satisfaction with F count of 8.457 with $p = 0.000$ ($p < 0.05$).

Keywords : *value of the product (product value), value of the personnel (personnel value), value of the service (service value), value of the brand image (image value), customer satisfaction*

Abstrak

Subyek penelitian ini adalah para pengguna *smartphone* yang diambil sampel sejumlah 150 orang. Model analisisnya adalah analisis regresi linier berganda. Pembuktian hipotesis dengan menggunakan uji statistik yang didukung dengan uji t-statistik dan uji F-statistik dengan alat Bantu program SPSS.

Hasil analisis korelasi parsial antara nilai produk (*product value*) terhadap kepuasan pelanggan (*customer satisfaction*) diperoleh $t = 3.898$ dengan $p = 0,000$ ($p < 0,05$) sehingga hipotesis nol ditolak. Hasil analisis korelasi parsial antara nilai personel (*personnel value*) terhadap kepuasan pelanggan (*customer satisfaction*) diperoleh $t = 1.778$ dengan $p = 0,078$ ($p > 0,05$) sehingga hipotesis nol diterima. Hasil analisis korelasi parsial antara nilai pelayanan (*service value*) terhadap kepuasan pelanggan (*customer satisfaction*) diperoleh $t = 0.493$ dengan $p = 0,622$ ($p > 0,05$) sehingga hipotesis nol diterima. Hasil analisis korelasi parsial antara nilai citra merk (*image value*) terhadap kepuasan pelanggan (*customer satisfaction*) diperoleh $t = 2.029$ dengan $p = 0,044$ ($p < 0,05$) sehingga hipotesis nol ditolak. Sedangkan secara simultan nilai produk (*product value*), nilai personel (*personnel value*), nilai pelayanan (*service value*) dan nilai citra merk (*image value*) berpengaruh terhadap kepuasan pelanggan (*customer satisfaction*) dengan F hitung sebesar 8.457 dengan $p = 0,000$ ($p < 0,05$).

Kata Kunci : nilai produk (*product value*), nilai personel (*personnel value*), nilai pelayanan (*service value*), nilai citra merk (*image value*), kepuasan pelanggan (*customer satisfaction*)