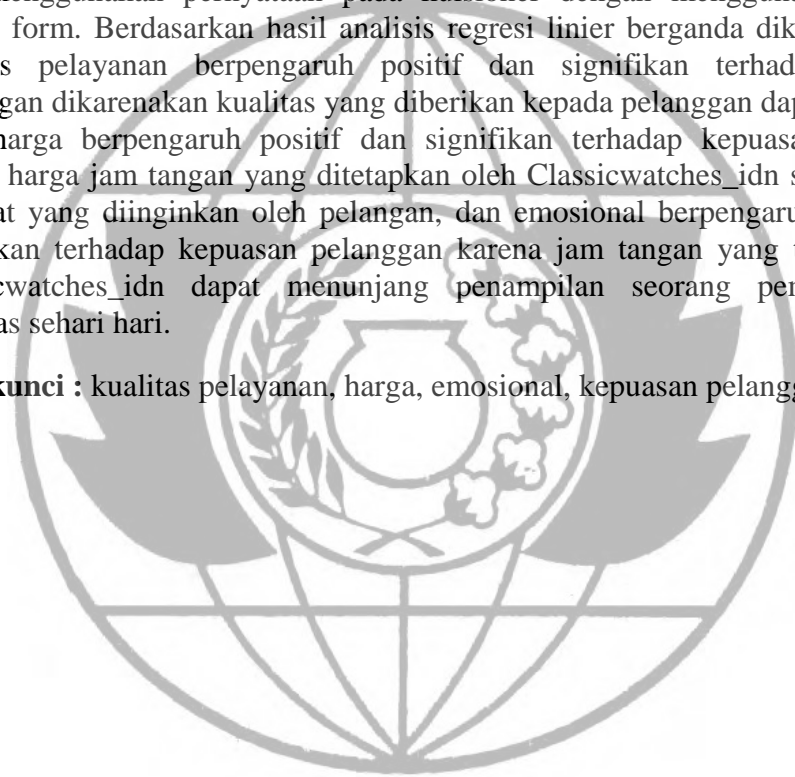


## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, harga dan emosional terhadap kepuasan pelanggan toko jam tangan online Classicwatches\_idn. Penelitian ini menggunakan metode kuantitatif dengan metode *non probability sampling* untuk pengambilan sampel dan untuk penentuan sampel dengan menggunakan *purposive sampling*. Sampel yang diambil dalam penelitian ini yakni warga surabaya yang pernah membeli dan memakai produk jam tangan dari toko jam tangan online Classicwatches\_idn, dengan jumlah sampel yaitu 100. Teknik analisis data menggunakan analisis regresi linier berganda. Data penelitian bersumber dari data primer dan proses pengumpulan data menggunakan pernyataan pada kuisioner dengan menggunakan bantuan google form. Berdasarkan hasil analisis regresi linier berganda diketahui bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dikarenakan kualitas yang diberikan kepada pelanggan dapat dipercaya, serta harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan karena harga jam tangan yang ditetapkan oleh Classicwatches\_idn sesuai dengan manfaat yang diinginkan oleh pelanggan, dan emosional berpengaruh positif dan signifikan terhadap kepuasan pelanggan karena jam tangan yang terdapat pada Classicwatches\_idn dapat menunjang penampilan seorang pemakai dalam aktivitas sehari-hari.

**Kata kunci :** kualitas pelayanan, harga, emosional, kepuasan pelanggan



## **ABSTRACT**

*This research aimed to find out the effect of service quality, price, and emotion on the customers' satisfaction at the Classicwatches\_idn online watch store. Moreover, the research was quantitative with non probability sampling as the data collection technique. While the sampling technique used purposive sampling. Furthermore, the instrument in the data collection technique was questionnaires which were distributed through google-form. In line with that, the sample was Surabaya citizens who had purchased and used the product of Classicwatches\_idn online watch store consisting of 100 respondents. The data analysis technique used multiple linear regression. Additionally, the data were primary. The result concluded that service quality had a positive and significant effect on customers' satisfaction. It showed that the service which was given was accountable. Likewise, price had a positive and significant effect on customers' satisfaction as the price at Classicwatches\_idn online watch store was affordable and suitable with the advantage wanted by the customers. Similarly, the emotion had a positive and significant effect on the customers' satisfaction since watches at Classicwatches\_idn online watch store was able to support the appearance in customers' daily activities.*

**Keywords:** *Service Quality, Price, Emotional, Customomers ' Satisfaction*



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