

ABSTRACT

THE INFLUENCE OF MARKETING STRATEGY, PRODUCT QUALITY, PRODUCT PRICES AND SERVICE QUALITY TOWARD CUSTOMER SATISFACTION MEDIATED WITH PRODUCTIVITY LEVELS IN *KUE GARPU* MSMEs IN JUBEL LOR VILLAGE (Partial Least Square (PLS) Structural Equation Modeling (SEM) Method

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The current economic development in Indonesia is certainly inseparable from the role of Micro, Small and Medium Enterprises (MSMEs). MSMEs in the Sugio District area. One of the MSME businesses, namely *Kue Garpu*, is a creative and innovative type of business.

Additionally, the researchers employed a type of quantitative approach, a sample of 155 based on probability sampling technique with a sample using the slovin formula, with SEM analysis utilizing the Smart application. PLS 3.0. meanwhile, the testing modes are the Outer Model, Inner Model Test, Mediation Test and Hypothesis Test.

Moreover, the results of the Validity test state that a factor loading number of more than 0.7 and an AVE number of more than 0.5 is indicated as valid, in the Reliability test the Composite Reliability value and Cronbach's Alpha above 0.7 are said to be reliable. The conclusions obtained are Marketing Strategy (X1), Product Quality (X2), Service Quality (X4), Productivity Level (Z), toward Customer Satisfaction (Y), it is said to be Full Mediation or fully mediating. Meanwhile, Product Price (X3) on Customer Satisfaction (Y) is mediated by Productivity Level (Z), it is said to be Non-Mediation.

Keywords: *Marketing Strategy, Product Quality, Product Price, Service Quality, Productivity Level, Customer Satisfaction, SEM PLS*

RINGKASAN

PENGARUH STRATEGI PEMASARAN, KUALITAS PRODUK, HARGA PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI MEDIASI TINGKAT PRODUKTIVITAS PADA UMKM KUE GARPU DI DESA JUBEL LOR (*Metode Partial Least Square (PLS) Structural Equation Modeling (SEM)*)

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Saat ini, tidak dapat diabaikan bahwa Usaha Mikro Kecil Menengah (UMKM) berkendali penting pada perkembangan perekonomian di Indonesia. UMKM yang ada di wilayah Kecamatan Sugio. Salah satu usaha UMKM yakni kue garpu merupakan jenis usaha yang kreatif dan inovatif.

Peneliti menggunakan jenis pendekatan kuantitatif, sampel sebanyak 155 berdasarkan teknik *probability* sampling dengan sampel menggunakan rumus slovin, dengan analisis SEM memanfaatkan aplikasi *Smart. PLS 3.0*. Dengan menguji Outer Model, Uji Inner Model, Uji Mediasi dan Uji Hipotesis.

Hasil dari uji Validitas menyatakan angka *Loading Faktor* lebih dari 0,7 dan angka AVE lebih dari 0,5 ditandakan valid, pada uji Reliabilitas nilai *Composite Reliability* serta *Cronbach's Alpha* diatas 0,7 ditandakan reliabel. Kesimpulan yang didapatkan adalah Strategi Pemasaran (X1), Kualitas Produk (X2), Kualitas Pelayanan (X4), Tingkat Produktivitas (Z), terhadap Kepuasan Pelanggan (Y), dikatakan *Full Mediation* atau sepenuhnya memediasi. Sedangkan, Harga Produk (X3) terhadap Kepuasan Pelanggan (Y) dimediasi dengan Tingkat produktivitas (Z), dikatakan *Non Mediation*.

Kata Kunci: Strategi Pemasaran, Kualitas Produk, Harga Produk, Kualitas Pelayanan, Tingkat Produktivitas, Kepuasan Pelanggan, SEM PLS.