



## Digital Receipt

This receipt acknowledges that Turnitin received your paper. Below you will find the receipt information regarding your submission.

The first page of your submissions is displayed below.

Submission author: Nasril Nazar  
Assignment title: Jurnal  
Submission title: PENGARUH SERVICE QUALITY, PRODUK  
File name: JURNAL\_NASRIL\_NAZAR.docx  
File size: 251.86K  
Page count: 19  
Word count: 5,602  
Character count: 36,510  
Submission date: 12-Jun-2024 12:41PM (UTC+07:00)  
Submission ID: 2373131177

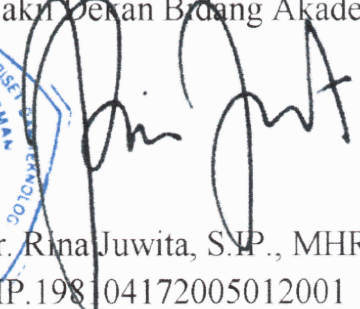
### ORIGINALITY REPORT

# 20%

### SIMILARITY INDEX

Wakil Dekan Bidang Akademik,



  
Dr. Rina Juwita, S.P., MHRIR  
NIP.198104172005012001

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY AND PRICE ON BEHAVIORAL INTENTION THROUGH CUSTOMER SATISFACTION (STUDI ON PIZZA HUT DELIVERY LAMBUNG MANGKURAT)

PENGARUH SERVICE QUALITY, PRODUCT QUALITY DAN PRICE TERHADAP BEHAVIORAL INTENTION MELALUI CUSTOMER SATISFACTION (STUDI PADA PIZZA HUT DELIVERY LAMBUNG MANGKURAT)

Nasril Nazar<sup>1</sup>, Muhammad Zaini<sup>2</sup>

Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Mulawarman  
[Nasrilnazar3@gmail.com](mailto:Nasrilnazar3@gmail.com)

#### ABSTRACT

This research aims to analyze the influence of Service Quality, Product Quality and Price on Behavioral Intention through Customer Satisfaction. This research uses a purposive sampling technique. Data was collected by distributing questionnaires to Pizza Hut Delivery Lambung Mangkurat Samarinda customers who had made at least two purchase transactions at the Outlet or via the application, containing around 100 samples. The Partial Least Square (PLS) program is used in structural equation modeling for data analysis techniques. The findings reveal that there is a positive and significant influence between Service Quality, Product Quality and price on Customer Satisfaction and Customer Satisfaction on Behavioral Intention.

Keywords : service quality, product quality, price, behavioral intention, customer satisfaction

#### ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh antara Service Quality, Product Quality dan Price terhadap Behavioral Intention melalui Customer Satisfaction. Teknik purposive sampling digunakan dalam penelitian ini. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada pelanggan Pizza Hut Delivery Lambung Mangkurat Samarinda, yang telah melakukan minimal dua kali transaksi pembelian di Outlet maupun melalui aplikasi, berisi sekitar 100 sampel. Program Partial Least Square (PLS) digunakan dalam pemodelan persamaan struktural untuk teknik analisis data. Penelitian ini mengungkapkan bahwa hubungan antara Service Quality, Product Quality, dan Price memiliki pengaruh yang signifikan terhadap Customer Satisfaction.

Kata Kunci: service quality, product quality, price, behavioral intention, customer satisfaction