

ABSTRAK

**PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, DAN
KEWAJARAN HARGA TERHADAP KEPUASAN KONSUMEN**

Studi Kasus pada Konsumen *Franchise Mc Donald's*

Jl. Jenderal Sudirman No. 38, Yogyakarta

**Ginanjari Wahyu Sulisty
Universitas Sanata Dharma
Yogyakarta**

2013

Penelitian ini bertujuan untuk mengetahui apakah kualitas produk, kualitas pelayanan, dan kewajaran harga secara simultan dan parsial berpengaruh terhadap kepuasan konsumen. Penelitian ini adalah penelitian studi kasus pada Restoran *Franchise Mc Donald's*, Jl. Jenderal Sudirman No. 38, Yogyakarta. Teknik pengumpulan data dilakukan dengan cara menyebar kuesioner kepada responden. Populasi penelitian ini adalah konsumen Restoran *Franchise Mc Donald's* yang sudah mengkonsumsi minimal dua kali produk Restoran *Franchise Mc Donald's*. Sampel yang diteliti adalah 100 responden. Pengambilan sampel yang digunakan adalah teknik *Purposive Sampling*. Uji validitas menggunakan *Kaiser-Meyer-Olkin Measure* dan uji reliabilitas menggunakan *Cronbach's Alpha*. Teknik analisis data dalam penelitian ini menggunakan Analisis Presentase, Uji Asumsi Klasik, Analisis Linear Regresi Berganda, dan Uji f. Berdasarkan hasil analisis data dapat diketahui bahwa kualitas produk, kualitas pelayanan, dan kewajaran harga secara simultan berpengaruh terhadap kepuasan konsumen. Kualitas produk, dan kewajaran harga secara parsial berpengaruh terhadap kepuasan konsumen. Kualitas produk, kualitas pelayanan, dan kewajaran harga mampu menjelaskan pengaruh pada kepuasan konsumen sebesar 33,7% sedangkan 66,3% dipengaruhi oleh variabel lain.

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE FAIRNESS TOWARD CUSTOMER'S SATISFACTION

**A Case Study at Customer's Mc Donald's Franchise
Jenderal Sudirman Streer No. 38, Yogyakarta**

**Ginangjar Wahyu Sulistyio
Sanata Dharma University
Yogyakarta
2013**

The purpose of the research is to know the influence of product quality, service quality, and price fairness toward customer's satisfaction. The research was a case study at Mc Donald's Franchise Restaurant. The technique of gathering the data was done by distributing questionnaires to the respondent's. The population of this research was customers of Mc Donald's Franchise who had visited Mc Donald's Franchise Restaurant for at least twice. The sample were 100 respondent's. Sampling technique used was purposive sampling. The validity test used Kaiser- Meyer- Olkin Measure and reliability test used Cronbach's Alpha. Data analysis technique in this research used Percentage Analysis, Multiple Linear Regression, and F test. Based on the analysis, the results were the product quality, service quality, and price fairness simultaneously affected customer's satisfaction. Product quality, and price fairness parsially affected customer's satisfaction. Product quality, service quality, and price fairness only explained the influence to the customer's satisfaction for about 33,7% while 66,3% was influenced by other variable's.