

**ABSTRAK**

**PENGARUH PRODUK JASA, LOKASI, DAN HARGA TERHADAP  
KEPUASAN KONSUMEN**

Studi Kasus Pada Pikatan *Water Park* dan Kolam Renang Tirto Asri

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Penelitian ini bertujuan untuk mengetahui : (1) perbedaan persepsi konsumen mengenai produk jasa, lokasi, harga, dan kepuasannya pada Pikatan *Water Park* dan Kolam Renang Tirto Asri, (2) pengaruh produk jasa, lokasi, dan harga secara sendiri-sendiri dan bersama-sama terhadap kepuasan konsumen di Pikatan *Water Park*, (3) pengaruh produk jasa, lokasi, dan harga secara sendiri-sendiri dan bersama-sama terhadap kepuasan konsumen di Kolam Renang Tirto Asri. Pengumpulan data dilakukan dengan membagikan kuesioner kepada konsumen Pikatan *Water Park* dan Kolam Renang Tirto Asri pada bulan April-Mei 2014. Populasi penelitian adalah semua konsumen yang pernah berenang di kedua DTW dengan sampel sebanyak 100 responden. Teknik pengambilan sampel yang digunakan adalah *convenience-purposive sampling*. Teknik analisis data yang digunakan adalah uji asumsi klasik, regresi linier berganda, uji t, uji F, dan koefisien determinasi ( $R^2$ ). Hasil penelitian menunjukkan bahwa : (1) terdapat perbedaan persepsi konsumen mengenai produk jasa, lokasi, harga, dan kepuasannya pada Pikatan *Water Park* dan Kolam Renang Tirto Asri, (2) produk jasa berpengaruh positif terhadap kepuasan, lokasi tidak berpengaruh positif terhadap kepuasan, dan harga berpengaruh negatif terhadap kepuasan konsumen di Pikatan *Water Park*. Produk jasa, lokasi, dan harga secara bersama-sama berpengaruh terhadap kepuasan konsumen di Pikatan *Water Park*. (3) produk jasa berpengaruh positif terhadap kepuasan, lokasi tidak berpengaruh positif dan harga tidak berpengaruh negatif terhadap kepuasan di Kolam Renang Tirto Asri. Produk jasa, lokasi, dan harga secara bersama-sama berpengaruh terhadap kepuasan konsumen di Kolam Renang Tirto Asri.

Kata Kunci : Produk Jasa, Lokasi, Harga, dan Kepuasan Konsumen

**ABSTRACT**

**THE INFLUENCE OF SERVICE PRODUCT, LOCATION, AND PRICE  
TOWARDS THE VISITORS' SATISFACTION**

Case Study on Pikatan Water Park and Tirto Asri Swimming Pool

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This research aims to discover: (1) the difference of visitors' perception on the service product, location, price, and satisfaction of Pikatan Water Park and Tirto Asri Swimming Pool, (2) the influence of service product, location, and price partially and simultaneously towards visitors' satisfaction in Pikatan Water Park, (3) the influence of service product, location, and price partially and simultaneously towards visitors' satisfaction in Tirto Asri Swimming Pool. The data gathering was done by distributing questionnaire to Pikatan Water Park and Tirto Asri Swimming Pool visitors from April to May 2014. The research population was all visitors who had visited both of destinations with the sample was as many as 100 respondents. The sample gathering technique applied was convenience-purposive sampling. The data analysis technique applied was Classic Assumption Test, Multiple Linear Regression, t Test, F Test, and Coefficient Determination ( $R^2$ ). The research results show that: (1) there was a visitors' perception difference on the service product, location, price, and satisfaction between Pikatan Water Park and Tirto Asri Swimming Pool, (2) service product had positive influence towards satisfaction, location had no positive influence towards satisfaction, and price had negative influence towards visitors' satisfaction in Pikatan Water Park. Service product, location, and price simultaneously influenced visitors' satisfaction in Pikatan Water Park. (3) Service product had positive influence towards satisfaction, location had no positive influence and price had no negative influence towards satisfaction in Tirto Asri Swimming Pool. Service product, location, and price simultaneously influenced visitors' satisfaction in Tirto Asri Swimming Pool.

Key Words : Service Product, Location, Price, and Visitors' Satisfaction