

## ABSTRAK

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

Studi kasus pada Toko *Viola Ladies Boutique* di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap kepuasan konsumen pada toko *Viola Ladies Boutique*. Populasi dalam penelitian ini adalah pelanggan di toko *Viola Ladies Boutique*, dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *non probability sampling*. Teknik pengumpulan data dengan kuesioner dan wawancara secara langsung. Analisis data menggunakan teknik analisis linier berganda. Hasil penelitian menunjukkan bahwa kualitas produk, kualitas pelayanan, dan harga secara bersama – sama berpengaruh terhadap kepuasan konsumen di toko *Viola Ladies Boutique*. Kualitas pelayanan dan harga secara parsial berpengaruh terhadap kepuasan konsumen, sedangkan pada variabel kualitas produk tidak berpengaruh terhadap kepuasan konsumen di toko *Viola Ladies Boutique*.

Kata kunci: Kualitas Produk, Kualitas Pelayanan, Harga, Kepuasan Konsumen

**ABSTRACT**

**THE EFFECT OF QUALITY PRODUCTS, QUALITY OF SERVICE, AND  
PRICES ON CONSUMER SATISFACTION**

**A case study at Viola Ladies Boutique Store in Yogyakarta**

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This research aims to determine the effect of product quality, service quality, and price on consumer satisfaction at the Viola Ladies Boutique Store. The population in this research were consumer at Viola Ladies Boutique Store, with a sample of 100 respondents. The sampling technique used is non probability technique. The data collection techniques used are questionnaire and interview. The data are analyzed using multiple regression technique. The result shows that product quality, service quality, and price simultaneously - influence the consumer satisfaction of Viola Ladies Boutique Store. The quality of service and price partially affect the consumer satisfaction, while the quality of the product does not affect the consumer satisfaction in the Viola Ladies Boutique Store.

**Keywords:** Product Quality, Service Quality, Price, Consumer Satisfaction