

ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA, DAN PELAYANAN TERHADAP KEPUASAN KONSUMEN

Studi Kasus pada Konsumen Ekologi Desk and Coffee Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh kualitas produk, harga, dan pelayanan secara bersama-sama terhadap kepuasan konsumen. 2) Pengaruh positif kualitas produk, harga, dan pelayanan secara parsial terhadap kepuasan konsumen. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner mengenai kualitas produk, harga, pelayanan, dan kepuasan konsumen kepada 100 responden. Analisis data menggunakan Uji Regresi Berganda. Hasil penelitian ini menunjukkan: 1) Kualitas produk, harga, dan pelayanan secara bersama-sama berpengaruh terhadap kepuasan konsumen, 2) Kualitas produk berpengaruh positif terhadap kepuasan konsumen. 3) Harga berpengaruh negatif terhadap kepuasan konsumen. 4) Pelayanan berpengaruh positif terhadap kepuasan konsumen.

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

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND SERVICE
TOWARD CUSTOMERS SATISFACTION

The case study on Consumer Ekologi Desk and Coffee Yogyakarta

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This study aims to investigate: 1) The simulant influence of product quality, the price, and the service towards the satisfaction of consumers, 2) The partial and positive influence about product quality, price, and service toward the satisfaction of consumers. The technique used to obtain the data was purposive sampling. The data obtained through distributing the questionnaires to 100 respondents. The data was analyzed using Multiple Regression Test. The result shows 1) The quality of the product, price, and service influenced the satisfaction of consumers. 2) The quality of product has positive influence towards the satisfaction of consumers. 3) The price had negative influence towards the satisfaction of consumers. 4) The service had positive influence towards the satisfaction of consumers.

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