

ABSTRAK

**KUALITAS PRODUK, HARGA, PROMOSI DAN KEPUASAN MENURUT
PERSEPSI KONSUMEN**

Pada PT X di Yogyakarta

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2019

Penelitian ini bertujuan untuk mengetahui seberapa tinggi kualitas produk, seberapa murah harga, seberapa menarik promosi, dan seberapa tinggi kepuasan menurut persepsi konsumen PT X. Populasi dalam penelitian ini adalah konsumen yang sedang menggunakan atau sudah pernah menggunakan paket wisata PT X di Yogyakarta, dengan sampel sebanyak 103 responden, dengan teknik *convenience sampling*. Teknik pengumpulan data menggunakan kuesioner. Untuk pengolahan datanya digunakan Analisis Deskriptif. Hasil penelitian ini menunjukkan bahwa menurut persepsi konsumen kualitas produk sangat tinggi, harga sangat murah, promosi sangat menarik. Disamping itu konsumen merasa puas akan jasa PT X yang ditawarkan.

Kata Kunci : Kualitas Produk, Harga, Promosi, Kepuasan konsumen.

ABSTRACT

**QUALITY OF PRODUCTS, PRICES, PROMOTION AND
SATISFACTION ACCORDING TO CONSUMER PERCEPTIONS**

At PT X in Yogyakarta

Kurnia Damaiyanti

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This study aims to find out how qualified, how affordable the product is, also how attractive the promotion is, and how satisfied the consumers of PT X. The population in this study was the consumers who had used PT X tour packages at Yogyakarta, with a sample of 103 respondents, taken by convenience sampling technique. The data was collected using questionnaire. For processing the data Descriptive Analysis was used. The results of this study indicated that according to consumer perceptions the quality of products was very high, prices were very cheap, promotion were very attractive. Besides that, consumers were satisfied with the services by PT X.

Keywords: Product Quality, Price, Promotion, Consumer Satisfaction.