

ABSTRAK

PENGARUH KUALITAS LAYANAN DAN HARGA TERHADAP KEPUASAN PELANGGAN

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Yogyakarta, 2021

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan dan harga terhadap kepuasan pelanggan, dengan studi pada pelanggan Solong Premium Jogja Coffee. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan kriteria responden merupakan kriteria-kriteria yang ditetapkan tersebut yaitu pengunjung yang telah melakukan kunjungan dan pembelian di Solong Premium Jogja Coffee sebanyak minimal 3 kali kepada 100 responden. Analisis data menggunakan teknik analisis regresi berganda. Hasil penelitian ini menunjukkan; 1) Kualitas layanan berpengaruh terhadap kepuasan pelanggan di Solong Premium Jogja Coffee, 2) Harga tidak berpengaruh terhadap kepuasan pelanggan di Solong Premium Jogja Coffee, 3) Kualitas layanan dan harga berpengaruh terhadap kepuasan pelanggan di Solong Premium Jogja Coffee.

Kata kunci; kualitas layanan, harga, kepuasan pelanggan, Solong Premium Jogja Coffee.

ABSTRACT

**THE INFLUENCE OF SERVICE QUALITY AND PRICE TOWARDS
CUSTOMER SATISFACTION**

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This study aims to determine the influence of service quality and price towards customer satisfaction, with a study on Solong Premium Jogja Coffee customers. The sampling technique used is purposive sampling with as many as 100 respondents consisting of visitors who have made visits and purchases at Solong Premium Jogja Coffee at least 3 times. The data was analyzed using multiple regression analysis techniques. The results of this study indicate; 1) Service quality influenced customer satisfaction at Solong Premium Jogja Coffee, 2) Price had no influence on customer satisfaction at Solong Premium Jogja Coffee, 3) Service quality and price influenced customer satisfaction at Solong Premium Jogja Coffee.

Keywords; service quality, price, customer satisfaction, Solong Premium Jogja Coffee.