

ABSTRAK

**PENGARUH HARGA, KUALITAS PELAYANAN, DAN KUALITAS
PRODUK TERHADAP KEPUASAN
PELANGGAN FAD GUITARS**

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Tujuan dari penelitian ini adalah untuk mengetahui: (1) pengaruh harga, kualitas pelayanan, dan kualitas produk secara bersamaan terhadap kepuasan konsumen (2) pengaruh harga terhadap kepuasan konsumen, (3) pengaruh kualitas pelayanan terhadap kepuasan konsumen, (4) pengaruh kualitas produk terhadap kepuasan konsumen. Penelitian ini menggunakan metode penelitian deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data menggunakan kuesioner (angket) yang dibagikan melalui google form. Sebanyak 96 responden pelanggan FAD Guitars berhasil dikumpulkan. Analisis data yang digunakan adalah uji asumsi klasik dan analisis regresi linear berganda serta pengolahan data menggunakan software IBM SPSS Statistics 25. Hasil penelitian ini yaitu: (1) harga, kualitas pelayanan, dan kualitas produk secara simultan berpengaruh terhadap kepuasan pelanggan, (2) harga berpengaruh terhadap kepuasan pelanggan, (3) kualitas pelayanan berpengaruh terhadap kepuasan pelanggan, dan (4) kualitas produk berpengaruh terhadap kepuasan pelanggan.

Kata Kunci: Harga, Kepuasan Konsumen, Kualitas Pelayanan, Kualitas Produk.

ABSTRACT

***THE EFFECT OF PRICE, SERVICE QUALITY, AND PRODUCT QUALITY ON
CUSTOMER SATISFACTION AT FAD GUITARS***

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The purpose of this study is to determine: (1) the effect of price, service quality, and product quality simultaneously on consumer satisfaction (2) the effect of price on consumer satisfaction, (3) the effect of service quality on consumer satisfaction, (4) the effect of product quality on consumer satisfaction. This study uses a descriptive research method with a quantitative approach. The data collection technique uses a questionnaire distributed via Google Form. A total of 96 FAD Guitars customer respondents were collected. The data analysis used is the classical assumption test and multiple linear regression analysis and data processing using IBM SPSS Statistics 25 software. The results of this study are: (1) price, service quality, and product quality simultaneously affect customer satisfaction, (2) price affects customer satisfaction, (3) service quality affects customer satisfaction, and (4) product quality affects customer satisfaction.

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