

ABSTRAK

PENGARUH KUALITAS PELAYANAN,LOKASI DAN PERSEPSI HARGA TERHADAP KEPUASAN PELANGGAN DI MIROTA KAMPUS YOGYAKARTA

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Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, lokasi, dan persepsi harga terhadap kepuasan pelanggan di Mirota Kampus Yogyakarta. Metode penelitian yang digunakan adalah kuantitatif. Sampel penelitian terdiri dari 96 responden yang merupakan pelanggan Mirota Kampus Yogyakarta yang dipilih menggunakan teknik *purposive sampling*. Instrumen penelitian berupa kuesioner dengan skala Likert yang telah diuji validitas dan reliabilitasnya. Teknik analisis data menggunakan analisis regresi linier berganda dengan bantuan *software* SPSS dan juga *Microsoft Excel* 2016. Hasil dari penelitian ini menunjukkan :1) Kualitas pelayanan, lokasi dan persepsi harga secara bersama-sama berpengaruh terhadap kepuasan pelanggan. 2) Kualitas pelayanan secara parsial berpengaruh positif terhadap kepuasan pelanggan. 3) Lokasi secara parsial berpengaruh positif terhadap kepuasan pelanggan. 4) Persepsi harga secara parsial berpengaruh positif terhadap kepuasan pelanggan.

Kata kunci : kualitas pelayanan, lokasi, persepsi harga, kepuasan pelanggan, ritel

ABSTRACT

**THE INFLUENCE OF SERVICE QUALITY, LOCATION, AND PRICE
PERCEPTION ON CUSTOMER SATISFACTION AT MIROTA KAMPUS
YOGYAKARTA**

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This study aims to analyze the influence of service quality, location, and price perception on customer satisfaction at Mirota Kampus Yogyakarta. The research method used is quantitative. The research sample consisted of 96 respondents who are customers of Mirota Kampus Yogyakarta, selected using purposive sampling techniques. The research instrument was a questionnaire using a Likert scale, which had been tested for validity and reliability. The data analysis technique used is multiple linear regression analysis with the help of SPSS software and Microsoft Excel 2016. The results of this study indicate that: 1) Service quality, location, and price perception jointly have an influence on customer satisfaction. 2) Service quality partially has a positive influence on customer satisfaction. 3) Location partially has a positive influence on customer satisfaction. 4) Price perception partially has a positive influence on customer satisfaction.

Keywords: service quality, location, price perception, customer satisfaction, retail.

