

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE ON CONSUMER SATISFACTION AT PT. TUNAS DWIPA MATRA BANDAR LAMPUNG

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This study aims to determine: (1) product quality, (2) service quality, (3) price, (4) consumer satisfaction at PT. Tunas Dwipa Matra Bandar Lampung. The data source was obtained through the distribution of questionnaires to 100 respondents who are consumers of PT. Tunas Dwipa Matra Bandar Lampung. The analysis method used is descriptive statistics with SPSS software version 29 from 2023, validity testing, reliability testing, classical assumption testing, normality testing, multiple linear regression analysis, F test, and T test. The results of this study indicate that: (1) product quality, service quality, and price simultaneously influence consumer satisfaction, (2) product quality partially did not influence consumer satisfaction, (3) service quality partially did not influence consumer satisfaction, (4) price partially influences consumer satisfaction.

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

ABSTRAK

**PENGARUH KUALITAS PRODUK, KUALITAS LAYANAN
DAN HARGA TERHADAP KEPUASAN KONSUMEN DI PT.
TUNAS DWIPA MATRA BANDAR LAMPUNG**

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Penelitian ini bertujuan untuk mengetahui: (1) kualitas produk, (2) kualitas layanan, (3) harga, (4) kepuasan konsumen di PT. Tunas Dwipa Matra Bandar Lampung. Sumber data diperoleh melalui penyebaran kuesioner kepada 100 responden yang merupakan konsumen PT. Tunas Dwipa Matra Bandar Lampung. Metode analisis yang digunakan statistik deskriptif dengan software SPSS versi 29 tahun 2023, uji validitas, uji reliabilitas, uji asumsi klasik, uji normalitas, analisis regresi linier berganda, uji F, uji T. Hasil penelitian ini menunjukkan bahwa: (1) kepuasan produk, kualitas layanan dan harga secara simultan berpengaruh terhadap kepuasan konsumen. (2) kualitas produk secara persial tidak berpengaruh terhadap kepuasan konsumen. (3) kualitas layanan secara persial tidak berpengaruh terhadap kepuasan konsumen. (4) harga secara persial berpengaruh terhadap kepuasan konsumen.

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