

ABSTRAK

**PENGARUH *PRODUCT QUALITY*, *SERVICE QUALITY*, DAN *GREEN PACKAGING* TERHADAP KEPUASAN KONSUMEN
(Studi Kasus McDonald's di Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh *product quality*, *service quality*, *green packaging* secara simultan terhadap kepuasan konsumen McDonald's Yogyakarta 2) Pengaruh *product quality* terhadap kepuasan konsumen McDonald's Yogyakarta, 3) Pengaruh *service quality* terhadap kepuasan konsumen McDonald's Yogyakarta, 4) Pengaruh *green packaging* terhadap kepuasan konsumen McDonald's Yogyakarta. Teknik pengambilan sampel *non-probability sampling* dengan metode *purposive sampling*, data diperoleh melalui kuesioner dalam bentuk *google form* yang disebarakan kepada 137 responden yang memenuhi kriteria. Teknik analisis data menggunakan dalam penelitian ini adalah regresi linear berganda dengan menggunakan SPSS 25.0. Hasil penelitian ini menunjukkan bahwa 1) *Product quality*, *service quality*, dan *green packaging* secara simultan berpengaruh terhadap kepuasan konsumen McDonald's Yogyakarta 2) *Product quality* berpengaruh terhadap kepuasan konsumen McDonald's Yogyakarta, 3) *Service quality* berpengaruh terhadap kepuasan konsumen McDonald's Yogyakarta, 4) *Green packaging* berpengaruh terhadap kepuasan konsumen McDonald's Yogyakarta.

Kata Kunci : *Product Quality*, *Service Quality*, *Green Packaging*, Kepuasan Konsumen.

ABSTRACT

**THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND
GREEN PACKAGING ON CONSUMER SATISFACTION
(A Case Study of McDonald's in Yogyakarta)**

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This study aims to determine: 1) the simultaneous influence of product quality, service quality, and green packaging on consumer satisfaction at McDonald's Yogyakarta; 2) the effect of product quality on consumer satisfaction at McDonald's Yogyakarta; 3) the effect of service quality on consumer satisfaction at McDonald's Yogyakarta; 4) the effect of green packaging on consumer satisfaction at McDonald's Yogyakarta. The sampling technique used was non-probability sampling with the purposive sampling method. The data were collected through a questionnaire in the form of a Google Form distributed to 137 respondents who met the criteria. The data analysis technique used in this study was multiple linear regression using SPSS 25.0. The results of this study indicate that: 1) product quality, service quality, and green packaging simultaneously influence consumer satisfaction at McDonald's Yogyakarta; 2) product quality influences consumer satisfaction at McDonald's Yogyakarta; 3) service quality influences consumer satisfaction at McDonald's Yogyakarta; 4) green packaging influences consumer satisfaction at McDonald's Yogyakarta.

Keywords: Product Quality, Service Quality, Green Packaging, Consumer Satisfaction.