

ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA, DAN DISKON TERHADAP KEPUASAN KONSUMEN *BRAND HOUSE OF SMITH* PADA MAHASISWA UNIVERSITAS SANATA DHARMA

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2026

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga, dan diskon terhadap kepuasan konsumen *Brand House of Smith* pada mahasiswa Universitas Sanata Dharma. Penelitian ini merupakan penelitian eksplanasi dengan pendekatan kuantitatif. Populasi penelitian adalah mahasiswa aktif program sarjana (S1) Universitas Sanata Dharma Yogyakarta angkatan 2022–2025 di Kampus 1 Mrican dan Kampus 3 Paingan yang pernah membeli produk *Brand House of Smith*. Sampel ditentukan menggunakan rumus *Cochran* dan diperoleh sebanyak 101 responden dengan teknik *accidental sampling*. Data diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan program SPSS 25, serta dilengkapi dengan uji asumsi klasik, uji t, uji F, dan analisis koefisien determinasi. Hasil penelitian menunjukkan bahwa: (1) kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen dan merupakan variabel dengan pengaruh paling besar; (2) persepsi harga berpengaruh positif dan signifikan terhadap kepuasan konsumen; dan (3) diskon berpengaruh positif dan signifikan terhadap kepuasan konsumen. Koefisien determinasi sebesar 0,597 menunjukkan bahwa ketiga variabel independen mampu menjelaskan 59,7% variasi kepuasan konsumen.

Kata kunci: Kualitas Produk, Harga, Diskon, Kepuasan Konsumen.

ABSTRACT

THE EFFECT OF PRODUCT QUALITY, PRICE, AND DISCOUNT ON CONSUMER SATISFACTION OF *BRAND* HOUSE OF SMITH AMONG STUDENTS OF SANATA DHARMA UNIVERSITY

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This study aims to determine the influence of product quality, price, and discounts on consumer satisfaction with the House of Smith brand among Universitas Sanata Dharma students. This is an explanatory study employing a quantitative approach. The study population consists of active undergraduate (S1) students at Universitas Sanata Dharma Yogyakarta (classes of 2022–2025) from the Mrican (Campus 1) and Paingan (Campus 3) campuses who have purchased House of Smith products. The sample size was determined using Cochran's formula, resulting in 101 respondents selected via accidental sampling. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS 25 software, supplemented by classical assumption tests, t-tests, F-tests, and an analysis of the coefficient of determination. The results indicate that: (1) product quality has a positive and significant effect on consumer satisfaction and is the variable with the greatest influence; (2) price perception has a positive and significant effect on consumer satisfaction; and (3) discounts have a positive and significant effect on consumer satisfaction. The coefficient of determination of 0.597 indicates that the three independent variables explain 59.7% of the variation in consumer satisfaction.

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