

## **ABSTRACT**

*Rahmat Alvino, 19101155310867, majoring in management in 2019, the influence of product quality, price, location and promotion on consumer satisfaction, under the guidance of Mr. Sigit Sanjaya, S.E., M.M and Mr. Hadi Irfani, S.T., M.M.*

*This study aims to determine how much influence product quality, price, location and promotion have on customer satisfaction at Kopi Bana X Fallen's Kitchen Bukittinggi. The method used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) 3.0. By distributing questionnaires to 100 respondents.*

*The results of the data analysis concluded that there was a significant positive effect between product quality variables on consumer satisfaction variables. There is a significant positive effect between the price variable on consumer satisfaction variables. There is a positive effect that is not significant between location variables on consumer satisfaction variables. There is a significant positive influence between the promotion variables on consumer satisfaction variables.*

***Keywords: Product Quality, Price, Location, Promotion, and Consumer Satisfaction***

## ABSTRAK

Rahmat Alvino, 19101155310867, jurusan manajemen tahun 2019, pengaruh kualitas produk, harga, lokasi dan promosi terhadap kepuasan konsumen, dibawah bimbingan bapak Sigit Sanjaya, S.E., M.M dan Bapak Hadi Irfani, S.T., M.M.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas produk, harga, lokasi dan promosi terhadap kepuasan konsumen pada Kopi Bana X Fallen's Kitchen Bukittinggi. Metode yang digunakan adalah *Structural Equation Modeling* (SEM) dengan *Partial Least Square* (PLS) 3.0. Dengan mengedarkan kuesioner sebanyak 100 responden.

Hasil analisis data menyimpulkan, terdapat pengaruh positif yang signifikan antara variabel kualitas produk terhadap variabel kepuasan konsumen. Terdapat pengaruh positif yang signifikan antara variabel harga terhadap variabel kepuasan konsumen. Terdapat pengaruh positif yang tidak signifikan antara variabel lokasi terhadap variabel kepuasan konsumen. Terdapat pengaruh positif yang signifikan antara variabel promosi terhadap variabel kepuasan konsumen.

**Kata Kunci : Kualitas Produk, Harga, Lokasi, Promosi, dan Kepuasan Konsumen**