

ABSTRAK

Penelitian ini bertujuan seberapa besar pengaruh harga (X1), kualitas produk (X2), kualitas pelayanan (X3) secara bersama-sama dan parsial terhadap kepuasan konsumen (Y). Metode pengumpulan data melalui survei dan mengedarkan kuesioner. Metode analisis yang digunakan adalah uji validitas dan realibilitas, uji asumsi klasik, analisis regresi berganda, untuk uji hipotesis digunakan yaitu uji t dan uji f.

Dari hasil regresi berganda didapat persamaan $Y = 7,507 + 0,328 X1 + 0,300 X2 + 0,204 X3 + e$, maka berdasarkan uji parsial (Uji t) diperoleh: (a) harga berpengaruh positif dan signifikan terhadap kepuasan konsumen. (b) kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen. (c) kualitas konsumen berpengaruh positif dan signifikan terhadap kepuasan konsumen. Kemudian berdasarkan uji hipotesis secara bersama-sama (Uji f) dapat diketahui bahwa harga, kualitas produk, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen.

Kata Kunci : Harga, Kualitas Produk, Kualitas Pelayanan dan Kepuasan konsumen

ABSTRACT

This study aims at how much influence price (X1), product quality (X2), service quality (X3) jointly and partially on customer satisfaction (Y). Methods of data collection through surveys and distributing questionnaires. The analytical method used is the validity and reliability test, classical assumption test, multiple regression analysis, for the hypothesis test used the t test and f test.

From the results of multiple regression, the equation $Y = 7.507 + 0.328 X1 + 0.300 X2 + 0.204 X3 + e$ is obtained, so based on the partial test (t test), it is obtained: (a) price has a positive and significant effect on customer satisfaction. (b) product quality has a positive and significant effect on customer satisfaction. (c) consumer quality has a positive and significant effect on customer satisfaction. Then based on the joint hypothesis test (f test) it can be seen that price, product quality, service quality have a positive and significant effect on customer satisfaction.

Keywords: Price, Product Quality, Service Quality and Customer Satisfaction