

ABSTRAK

PENGARUH KUALITAS PRODUK, KUALITAS LAYANAN DAN PERSEPSI HARGA TERHADAP KEPUASAN PELANGGAN

(Studi Pada Pelanggan Pulang Coffeeshop Semarang)

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Penelitian ini bertujuan untuk menganalisis pengaruh masing-masing variabel kualitas produk, kualitas layanan dan persepsi harga terhadap kepuasan pelanggan. Populasi dalam penelitian ini adalah pelanggan yang membeli produk minimal dua kali di Pulang Coffeeshop Semarang, peneliti mengambil sampel sebanyak 100 responden dengan menggunakan teknik *purposive sampling*. Data primer diperoleh menggunakan kuesioner sedangkan data sekunder dengan menggunakan studi pustaka. Hasil uji SPSS adalah sebagai berikut: Uji instrumen penelitian menunjukkan semua indikator valid dan semua variabel reliabel. Uji Koefisien Determinasi (R^2) menunjukkan, bahwa variabel bebas yang digunakan mampu mempengaruhi kepuasan pelanggan Pulang Coffeeshop Semarang. Hasil uji model F juga menunjukkan, bahwa model regresi layak digunakan sebagai model penelitian. Dari hasil uji t dan koefisien regresi ditunjukkan, bahwa semua variabel berpengaruh positif dan signifikan terhadap kepuasan pelanggan Pulang Coffeeshop Semarang.

Kata Kunci: Kualitas Produk, Kualitas Layanan, Persepsi Harga dan Kepuasan Pelanggan.

ABSTRACT

EFFECT OF THE QUALITY OF ANY PRODUCTS, SERVICES QUALITY AND PRICE PERCEPTION TO CUSTOMER SATISFACTION

(A Study on Customer Pulang Coffeeshop Semarang)

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The purpose of this study was to analyze the effect of each product quality, service quality and price perception on customer satisfaction. The population in this study were customers who bought products at least twice at Pulang Coffeeshop Semarang, the researcher took a sample of 100 respondents using purposive sampling technique. Primary data is obtained using a questionnaire while secondary data using literature study. The results of the SPSS test are as follows: The research instrument test shows all valid indicators and all variables are reliable. The determination coefficient test (R^2) indicates that the independent variables used are able to influence customer satisfaction at Pulang Coffeeshop Semarang. The results of the F model test also show that the regression model is suitable for use as a research model. The results of the t test and the regression coefficient show that all variables have a positive and significant impact on customer satisfaction at Pulang Coffeeshop Semarang.

Keywords: *Quality Products, Quality of Services, Price Perception, and Customer Satisfaction.*