

## **ABSTRAK**

### **Pengaruh Kualitas Produk, Persepsi Harga, dan Kualitas Layanan Terhadap Kepuasan Pelanggan (Studi di Restoran *Rocket Chicken* Gunungpati Semarang)**

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Penelitian ini bertujuan menganalisis pengaruh parsial variabel kualitas produk, harga, dan kualitas layanan terhadap kepuasan pelanggan. Populasi ialah pelanggan *Rocket Chicken* Gunungpati Semarang dengan sampel sebanyak 100 responden memakai teknik *purposive sampling*. Data primer memakai kuisioner dan data sekunder dari riset kepustakaan. Hasil dari olaha data yaitu: uji instrumen memperlihatkan semua indikator valid dan semua variabel reliabel. Uji koefisien determinasi ( $R^2$ ) menunjukkan ketiga variabel bebas dapat mempengaruhi kepuasan pelanggan. Uji F menampilkan model regresi layak sebagai model penelitian. Hasil uji t dan koefisien regresi menerangkan, bahwa kualitas produk berpengaruh positif dan tidak signifikan terhadap kepuasan pelanggan, sebaliknya persepsi harga dan kualitas layanan masing-masing berpengaruh positif dan signifikan terhadap kepuasannpelanggan *Rocket Chicken* Gunungpati.

**Kata kunci:** kualitas produk, persepsi harga, kualitas layanan, kepuasan pelanggan

## **ABSTRACT**

### ***The Effect of Product Quality, Price Perception, and Service Quality to Customer Satisfaction (Study at Rocket Chiken Restaurant Gunungpati Semarang)***

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*The purposes of this study to analyze the partial impact of product quality, price and services quality variables on customer satisfaction. This group is a client of Rocket Chiken Gunungpati Semarang, using a sample drawn by 100 respondents using purposeful sampling techniques. Use the questionnaire survey method to obtain the original data, the secondary data from the literature research. The results data processing are as follows: the instrument test shows all the valid indicators, and all the variables are reliable. The coefficient determination ( $R^2$ ) shows that these three independent variables can make customer satisfaction. The  $F$  test is considered to be the feasibility of the research model. Results of  $t$ -test and the regression: The coefficient indicates that the results obtained by product quality will not have a significant impact on customer satisfaction, while price and service quality have a positive and significant impact on Rocket Chiken Gunungpati's customer satisfaction, respectively.*

*Keywords: Product Quality, Price Perception, Service Quality, Customer Satisfaction*