

ABSTRAK

PENGARUH KUALITAS PELAYANAN, HARGA DAN LOKASI TERHADAP KEPUASAN PELANGGAN DEALER HONDA RAMAJAYA MOTOR DI WONOGIRI

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Tujuan dari penelitian ini adalah di maksudkan untuk menganalisis dan memberikan bukti empiris kualitas pelayanan, harga dan lokasi terhadap kepuasan pelanggan di Dealer Honda Ramajaya Motor Wonogiri. Metode dalam penelitian ini menggunakan deskriptif analisis dengan 100 orang responden pelanggan di Dealer Honda Ramajaya Motor Wonogiri yang diambil dengan accidental sampling. Data diperoleh dari angket terhadap responden. Analisis menggunakan Uji Validitas , Reliabilitas , Asumsi Klasi , Uji t , Uji F, dan koefisien determinasi(R^2).Hasil penelitian menunjukkan bahwa:kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan pelanggan;harga berpengaruh positif signifikan terhadap kepuasan pelanggan ; lokasi berpengaruh positif signifikan terhadap kepuasan pelanggan ; Kualitas Pelayanan,Harga dan Lokasi berpengaruh signifikan terhadap Kepuasan Pelanggan;Koefisien determinasi (Adjusted R Square) didapatkan hasil sebesar 0,356 yang berarti 35,6% variasi variabel kepuasan pelanggan dapat dijelaskan oleh variabel kualitas pelayanan, harga dan lokasi, sedangkan sisanya 64,4% diterangkan oleh variabel lain yang tidak dimasukkan dalam model regresi.

Kata kunci: kualitas pelayanan , harga, lokasi, kepuasan pelanggan.

ABSTRACT

THE EFFECT OF SERVICE QUALITY, PRICE AND LOCATION ON CUSTOMER SATISFACTION DEALER HONDA RAMAJAYA MOTOR IN WONOGIRI

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The purpose of this research is intended to analyze and provide empirical evidence of the influence of service quality , prices and location on customer satisfaction at Dealer Honda Ramajaya Motor in Wonogiri. The method in this study uses descriptive analysis with 100 customer respondents at Dealer Honda Ramajaya Motor in Wonogiritaken by accidental sampling. Data obtained from questionnaires to respondents. Analysis using Validity Test, Reliability, Classification Assumptions, t Tests, F Tests, and determination coefficient (R^2). The results of the study indicate that: service quality have a significant positive effect on customer satisfaction; price have a significant positive effect on customer satisfaction; location has a significant positive effect on customer satisfaction; Service Quality, Price and Location significantly to Customer Satisfaction; The coefficient of determination (Adjusted R Square) results at 0.356 which means that 35,6% of variable variations in customer satisfaction can be explained by variable service quality, prices and location. While the remaining 64,4% is explained by other variables not included in the model. regression.

Keywords: service quality,price, location, customer satisfaction.