

PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUASAN KONSUMEN DI WAROENG SPESIAL SAMBAL “SS” KARANGANYAR

THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION IN WAROENG SPESIAL SAMBAL “SS” KARANGANYAR.

Desti Niki Indriani

2016514492

Program studi manajemen

Sekolah Tinggi Ilmu Ekonomi Adi Unggul Bhirawa Surakarta

Jl. Mr. Sartono No.97, Nusukan, banjarsari, Surakarta 57135

E-mail : Destiniki71618@gmail.com

ABSTRAK

Tujuan penelitian ini untuk mengetahui Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Harga Terhadap Kepuasan Konsumen Di Waroeng Spesial Sambal “SS” Karanganyar. Lokasi penelitian yang digunakan adalah Wroeng Spesial Sambal “SS” Karanganyar. Penelitian ini menggunakan jumlah sampel 100 responden. Pengambilan sampel dilakukan dengan *non probability sampling*. Data yang diumpulkandengan cara membuat kuesioner mengenai Kepuasan Konsumen, Kualitas Produk, Kualitas Pelayanan Dan Harga. Data penelitian dianalisis dengan hasil regresi, uji t, uji F dan uji R^2 . Hasil persamaan regresi linear berganda variabel kualitas produk, kualitas pelayanan dan harga berpengaruh positif terhadap kepuasan konsumen. Hasil uji t menunjukkan bahwa variabel kulitas produk, kualitas pelayanan dan harga berpengaruh signifikan terhadap kepuasan konsumen. Hasil uji F menunjukkan variabel kualitas produk, kualitas pelayanan dan harga secara simultan berpengaruh signifikan terhadap kepuasan konsumen. Hasil uji koefisien determinasi (R^2) menunjukkan bahwa nilai *adjusted square* sebesar 0,454 sehingga diperoleh nilai koefisien determinasi sebesar 45,4%. Dapat disimpulkan bahwa variabel independent (Kualitas produk, Kualitas Pelayanan dan Harga) mampu menjelaskan variabel dependen yaitu kepuasan konsumen sebesar 45,4%. Sedangkan sisanya 54,6% dipengaruhi oleh variabel lain misalnya citra merek, lokasi dan promosi.

Kata Kunci: Kualitas Produk, Kualitas Pelayanan, Harga, Kepuasan Konsumen.

ABSTRACT

The purpose of this study was to determine the effect of product quality, service quality, and price on consumer satisfaction in Waroeng Special Sambal "SS" Karanganyar. The research location used was Wroeng Special Sambal "SS" Karanganyar. This study uses a sample size of 100 respondents. Sampling is done by non probability sampling. Data collected by means of making a questionnaire regarding Consumer Satisfaction, Product Quality, Service Quality and Price. The research data were analyzed with the results of regression, t test, F test and R^2 test. The results of multiple linear regression equations of product quality, service quality and price variables have a positive effect on customer satisfaction. T test results showed that product quality, service quality and price variables significantly influence consumer satisfaction. F test results showed the variables of product quality, service quality and price simultaneously had a significant effect on customer satisfaction. The coefficient of determination test (R^2) shows that the adjusted square value of 0.454 so that the coefficient of determination is 45.4%. It can be concluded that the independent variable (product quality, service quality and price) is able to explain the dependent variable, namely customer satisfaction by 45.4%. While the remaining 54.6% is influenced by other variables such as brand image, location and promotion.

Keyword: Prodcuy Quality, Service Quality, and Price.