

PENGARUH PELAYANAN, HARGA, DAN LOKASI TERHADAP KEPUASAAN KONSUMEN DI KEDAI KOPI KULO SOLO BARU

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel Pelayanan, Harga dan Lokasi Terhadap Kepuasan Konsumen di Kedai Kopi Kulo Solo Baru. Sampel penelitian ini sebanyak 100 responden. Alat analisis data dengan: uji instrument, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F dan uji R^2 .

Hasil analisis regresi menunjukkan bahwa Pelayanan dan Harga berpengaruh positif terhadap Kepuasan Konsumen sedangkan Lokasi berpengaruh negatif terhadap Kepuasan Konsumen. Hasil Uji t menunjukkan bahwa: Pelayanan dan Harga berpengaruh signifikan terhadap Kepuasan Konsumen, sedangkan Lokasi berpengaruh tidak signifikan terhadap Kepuasan Konsumen. Hasil Uji F menunjukkan secara bersama-sama variabel Pelayanan, Harga, dan Lokasi berpengaruh signifikan terhadap Kepuasan Konsumen. Hasil Uji Koefisien determinasi (R^2) dari nilai *Adjusted R Square* sebesar 0,355 yang berarti Kepuasan Konsumen di Kedai Kopi Kulo Solo Baru mampu dijelaskan oleh variabel Pelayanan, Harga, Lokasi sebesar 35,5%, sedangkan sisanya 64,5% dijelaskan oleh variabel lainnya yang tidak ikut terobservasi, misalnya kualitas produk, emosional, dan kemudahan.

Kata kunci : Kepuasan Konsumen, Pelayanan, Harga dan Lokasi

THE EFFECT OF SERVICE, PRICE, AND LOCATION OF CUSTOMER SATISFACTION AT THE SOLO BARUKULO COFFEE SHOP

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ABSTRACT

The purpose of this study was to determine the effect of service, price and location variables on consumer satisfaction at the Solo Baru Kulo Coffee Shop. The sample of this study were 100 respondents. Data analysis tool with: test instrument, classic ausmsi test, multiple linear regression analysis, t test, F test and R² test.

Regression analysis results show that service and price have a positive effect on customer satisfaction while location has a negative effect on customer satisfaction. t test results show that: service and price have a significant effect on customer satisfaction while location does not have a significant effect on customer satisfaction. F test results show that together with the waiter's variables, price, and location have a significant effect on customer satisfaction. Determination Coefficient Test Results (R²) of the Adjusted R Square value of 0.355, which means Consumer Satisfaction at the Solo Baru Kulo Coffee Shop can be explained by the variable Service, Price, Location by 35.5%, while the remaining 64.5% in explain by other variables that are not observed, for example product quality, emotional and ease.

Keywords: *Consumer Satisfaction, Service, Price and Location*