

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas produk, kualitas pelayanan dan persepsi harga terhadap kepuasan konsumen Mie Gacoan Dipatiukur Bandung secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Pengujian instrument penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, uji hipotesis dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas produk, kualitas pelayanan dan persepsi harga terhadap kepuasan konsumen. Besarnya pengaruh kualitas produk, kualitas pelayanan dan persepsi harga terhadap kepuasan konsumen secara simultan yaitu sebesar 66,3% dan sisanya 33,7% dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh kualitas produk terhadap kepuasan konsumen sebesar 14,4%. Pengaruh kualitas pelayanan terhadap kepuasan konsumen sebesar 26,1%. Pengaruh persepsi harga terhadap kepuasan konsumen sebesar 25,8%. Dapat disimpulkan bahwa kualitas pelayanan memiliki pengaruh paling besar terhadap kepuasan konsumen.

**Kata Kunci: kualitas produk, kualitas pelayanan, persepsi harga dan kepuasan konsumen**

## ***ABSTRACT***

*This study aims to determine how much influence product quality, service quality and price perception have on consumer satisfaction of Mie Gacoan Dipatiukur Bandung simultaneously or partially. The research method used is a descriptive and verifiative method with a sample of 100 respondents. Testing research instruments using validity and reliability tests. The data analysis methods used are multiple linear regression analysis, multiple correlation, hypothesis test and coefficient of determination.*

*The results showed that there is a positive and significant influence between product quality, service quality and price perception on consumer satisfaction. The magnitude of the influence of product quality, service quality and price perception on consumer satisfaction simultaneously amounted to 66.3% and the remaining 33.7% was influenced by other variables that were not studied. Partially, the magnitude of the influence of product quality on consumer satisfaction is 14.4%. The effect of service quality on customer satisfaction is 26.1%. The effect of price perception on consumer satisfaction is 25.8%. It can be concluded that service quality has the greatest influence on customer satisfaction.*

***Keywords : product quality, service quality, price perception and customer satisfaction***