

**Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Persepsi Harga
Terhadap Kepuasan Konsumen**
(Survei Pada Konsumen Armor Genuine Coffee & Roastery Kota Bandung)

Lisna Wulansari (184010244)
Dr.H.Popo Suryana, SE., M.Si

ABSTRAK

Penelitian ini berawal dari ditemukannya permasalahan pada rendahnya kepuasan konsumen, masalah dalam penelitian ini adalah rendahnya kepuasan konsumen yang disebabkan oleh rendahnya kualitas produk, kualitas pelayanan, dan persepsi harga.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan dan persepsi harga terhadap kepuasan konsumen (survey pada konsumen Armor Genuine Coffee & Roastery) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 87 responden. Metode analisis data yang digunakan adalah analisis regresi linear berganda, korelasi berganda 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 64,8% dan sisanya 35,2% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh kualitas produk terhadap kepuasan konsumen sebesar 22,9%, kualitas pelayanan terhadap kepuasan konsumen sebesar 28,1% , dan persepsi harga terhadap kepuasan konsumen sebesar 13,8%. Sehingga dapat disimpulkan bahwa kualitas pelayanan memberikan pengaruh paling besar terhadap kepuasan konsumen.

Kata Kunci: Kualitas Produk, Kualitas Pelayanan, Persepsi Harga, dan Kepuasan Konsumen

*The Influence of Product Quality, Service Quality and Price Perception on
Consumer Satisfaction
(Survey of Armor Genuine Coffee & Roastery Customer in Bandung City)*

Lisna Wulansari (184010244)
Dr. H. Popo Suryana, SE., M.Sc

ABSTRACT

This research began with the discovery of the problem of low customer satisfaction. The problem in this research was low customer satisfaction caused by low product quality, service quality and price perception.

This research aims to determine the influence of product quality, service quality and price perception on customer satisfaction (survey of Armor Genuine Coffee & Roastery consumers) simultaneously or partially. The research method used was descriptive and verification methods with a sample size of 87 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The research results show that there is a positive and significant influence between product quality, service quality, and price perception on customer satisfaction. The magnitude of the influence of product quality, service quality and price perception on customer satisfaction is simultaneously 64.8% and the remaining 35.2% is influenced by other variables not studied. Partially, the influence of product quality on customer satisfaction is 22.9%, service quality on customer satisfaction is 28.1%, and price perception on consumer satisfaction is 13.8%. So it can be concluded that service quality has the greatest influence on customer satisfaction.

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