

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari tiga variabel yaitu kualitas produk, kualitas layanan, dan harga terhadap Kepuasan Pelanggan. Hipotesis dalam penelitian ini kualitas produk, kualitas layanan, dan harga berpengaruh terhadap Kepuasan Pelanggan secara parsial. Objek penelitian ini adalah pelanggan Roti John Jember yang memiliki jumlah populasi 100 responden menggunakan teknik purposive sampling. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda dan uji hipotesis (uji F, uji t, koefisien determinasi). Hasil penelitian menunjukkan bahwa kualitas produk, kualitas layanan, dan harga ultan berpengaruh terhadap kepuasan pelanggan.

Kata kunci: Kualitas Produk, Kualitas Layanan, Harga, Kepuasan Pelanggan



ABSTRACT

This study aims to determine the effect of three variables, namely product quality, service quality, and price on customer satisfaction. The hypothesis in this study is that product quality, service quality, and price influence customer satisfaction partially. The object of this research is Roti John Jember customers who have a population of 100 respondents using census techniques. Data collection techniques purposive sampling, interviews and questionnaires. The analysis used includes the validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis and hypothesis testing (F test, t test, coefficient of determination). The results of the study show that product quality, service quality, and price are influential on customer satisfaction.

Keywords: *Product Quality, Service Quality, Price, Customer Satisfaction*

