

ABSTRAK

Makna dari bentuk analisis ini bermaksudkan untuk menganalisis pengaruh Persepsi Harga , Kualitas Layanan dan Citra Merek Terhadap Kepuasan Pelanggan PT. Logam Sejati. Nilai sampel sebanyak 74 responden dengan menggunakan sampling jenuh dan *non probability sampling*. Langkah selanjutnya melakukan analisis uji validitas, uji reliabilitas dan uji hipotesis untuk memperoleh jawaban seberapa berpengaruh persepsi harga, kualitas layanan dan citra merek terhadap kepuasan pelanggan PT. Logam Sejati. Data pengolahan kuesioner melalui SPSS. Diperoleh semua variabel dinyatakan valid dengan nilai *corrected item total correlation* $> 0,3$ dan semua nilai variabel *Cronbach Alpha* $> 0,6$ yang berarti variabel dinyatakan reliabel. Dengan melihat hasil uji t memiliki pengaruh secara parsial antara kualitas layanan dan citra merek terhadap kepuasan pelanggan. sedangkan persepsi harga tidak ada pengaruh terhadap kepuasan pelanggan. Untuk Persepsi Harga, kualitas layanan dan citra merek terdapat pengaruh simultan terhadap kepuasan pelanggan dengan F hitung 66,374 dan nilai signifikansi $0,000 < 0,05$.

Kata Kunci: Persepsi Harga, Kualitas Layanan, Citra Merek, dan Kepuasan Pelanggan.

ABSTRACT

The meaning of this form of analysis is intended to analyze the effect of Price Perception, Service Quality and Brand Image on Customers Satisfaction PT. Logam Sejati. The sample value is 74 respondents using saturated sampling and non-probability sampling. The next step is to analyze the validity, test reliability, and hypotheses to find out how important the perception of price, service quality and brand image is to customer satisfaction of PT. Logam Sejati. Processing of questionnaire data through SPSS. It was found that all variables were declared valid with the corrected item total correlation value > 0.3 and all Cronbach Alpha variable values > 0.6 which means the variable is declared reliable. The results of the t test have a partial influence between service quality and brand image on customer satisfaction. while the price perception has no effect on customer satisfaction. For price perception, service quality and brand image there is a simultaneous effect on customer satisfaction with F count 66,374 and a significance value of $0.000 < 0.05$.

Keywords : Price Perception, Service Quality, Brand Image, and Customers Satisfaction.