

ABSTRACT

Today's business development is increasingly advanced, so the increasingly fierce competition in the business world is very fast and sustainable. In business, of course, determine the aspects that affect customer satisfaction to meet these needs. This study aims to determine the effect of Price (X_1), Product Quality (X_2), Service Quality (X_3) on Consumer Satisfaction (Y) in purchasing beverages at Kedai Es.Teh Indonesia Mojokerto. This research is an explanatory research using survey method. The population of this research is all consumers who buy drinks at Indonesian es.teh shops and the sample used is 108 respondents. The technique used in sampling is the Acidental Sampling technique. The data obtained in the study using a questionnaire, then processed using SPSS version 22. The results show that price, product quality and service quality have a significant effect on consumer satisfaction, which is simultaneously or partially and is proven true.

Keywords: *Price, Product Quality, Service Quality and Consumer Satisfaction.*

DAFTAR ISI

HALAMAN JUDUL	i
LEMBAR PERSETUJUAN.....	ii
HALAMAN PENGESAHAN	iii
BERITA ACARA UJIAN SKRIPSI.....	ii
SURAT PERNYATAAN KEASLIAN.....	v
KATA PENGANTAR.....	vii
MOTTO	viii
ABSTRAK.....	ix
ABSTRACT	x
DAFTAR ISI.....	xi
DAFTAR TABEL	xiv
DAFTAR GAMBAR.....	xv
DAFTAR LAMPIRAN	xvi
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	6
1.3 Tujuan Penelitian.....	7
1.4 Manfaat Penelitian.....	7
BAB II TELAAH PUSTAKA	9
2.1 Penelitian Terdahulu	9
2.2 Landasan Teori.....	18
2.2.1 Pengertian Pemasaran.....	18
2.2.2 Manajemen Pemasaran.....	19
2.2.3 Pengertian Harga.....	20
2.2.4 Pengertian Kualitas Produk.....	24
2.2.5 Pengertian Kualitas Pelayanan	31
2.2.6 Pengertian Kepuasan Konsumen.....	36
2.3 Kerangka Konseptual	42
<u> 2.4 Hipotesis</u>	<u>44</u>