

Abstrak

Riset ini bertujuan untuk menganalisa pengaruh inovasi produk, kualitas pelayanan dan harga terhadap kepuasan konsumen Raisya *Decoration* di Sidoarjo. Adapun pendekatan yang digunakan ialah kuantitatif deskriptif. Populasi yang digunakan yakni seluruh konsumen di Raisya *Decoration* yang telah menyewa jasa dekorasi dan sampel sebanyak 142 orang. Sesuai hasil pengujian secara parsial didapatkan hasil inovasi produk, kualitas pelayanan dan harga terbukti berpengaruh terhadap kepuasan konsumen Raisya *Decoration*. Secara simultan terdapat pengaruh inovasi produk, kualitas pelayanan dan harga terhadap kepuasan konsumen Raisya *Decoration*.

Kata Kunci : Inovasi produk, kualitas pelayanan, harga dan kepuasan konsumen.

Abstract

This research aims to analyze the effect of product innovation, service quality and price on customer satisfaction at Raisya Decoration in Sidoarjo. The approach used is descriptive quantitative. The population used is all consumers at Raisya Decoration who have hired decoration services and a sample of 142 people. According to the partial test results, the results of product innovation, service quality and price are proven to have an effect on customer satisfaction at Raisya Decoration. Simultaneously there is an effect of product innovation, service quality and price on customer satisfaction at Raisya Decoration.

Key Words : Product innovation, service quality and price and customer satisfaction.