

ABSTRACT

The purpose of this study was to determine the effect of price, product quality and service quality on consumer satisfaction partially or simultaneously at the Frozen Hen Chicken Shop in Tanjungsari-Taman Village. Quantitative method was chosen as the type of research and through a simple random sampling technique, 35 samples were taken from 105 people in the population. Questionnaire was used as a data collection technique. The result show that the independent variable of Price, Product Quality, and Service Quality affect the dependent variable of Consumer Satisfaction, as evidenced by the level of sig. each of 0,083; 0,071; 0,235 and simultaneous test, the dependent variable has been influenced by all independent variables. It is proven that is 0,007. It can be concluded that Hen Chicken Frozen Consumer Purchase Satisfaction has been influenced by price, product quality, and service quality.

Keywords: *price; product quality; service quality; consumer satisfaction*

ABSTRAK

Tujuan Penelitian ini ialah untuk mengetahui pengaruh harga, kuantitas produk, dan kualitas pelayanan terhadap kepuasan konsumen secara parsial maupun simultan/Bersama-sama pada Toko Hen Chicken Frozen di Desa Tanjungsari-Taman. Metode kuantitatif dipilih sebagai jenis penelitiannya dan melalui Teknik simpel random sampling, diambil 35 orang sampel dari 105 orang populasinya. Angket digunakan sebagai teknik pengambilan data. Hasilnya menunjukkan variabel independent Harga, Kualitas Produk, serta Kualitas Pelayanan mempengaruhi variable dependent Kepuasan Konsumen, dibuktikan dengan tingkat nilai sig. masing-masing sebesar 0,083; 0,071; 0,235 dan uji simultan, variable terikat telah dipengaruhi seluruh variable bebas. Dibuktikan nilai sig, uji-F sebesar 0,007. Dapat disimpulkan Kepuasan Pembelian Konsumen Hen Chicken Frozen, telah dipengaruhi Harga, kualitas Produk, Kualitas Pelayanan.

Kata kunci: *harga; kualitas produk; kualitas pelayanan; Kepuasan konsumen*