

ABSTRACT

Consumer satisfaction occurs when consumers are satisfied with the goods purchased. Products that provide benefits to consumers will make consumers feel happy and satisfied. Consumer satisfaction occurs due to price and product quality factors. Pricing must look at the benefits that the product provides. Product quality must also be considered so that consumers are not disappointed when buying these products. In this study, all Omah Seblak Krenyeng consumers who made purchases were made into a population and then 112 samples were taken using the Ferdinand formula. Incidental sampling is used as a sampling technique. Questionnaires were distributed and the results of the respondents' answers were analyzed using multiple linear regression. The results show that the variable price and product quality have a partial or simultaneous influence with the consumer satisfaction variable.

Keywords: *Price, Product Quality and Customer Satisfaction*

ABSTRAK

Kepuasan konsumen terjadi apabila konsumen merasa puas akan barang yang dibeli. Produk yang memberi manfaat bagi konsumen akan menjadikan konsumen merasa senang dan puas. Kepuasan konsumen terjadi karena faktor harga dan kualitas produk. Penetapan harga harus melihat manfaat yang diberikan produk. Kualitas produk juga harus diperhatikan agar konsumen tidak kecewa ketika membeli produk tersebut. Dalam penelitian ini seluruh konsumen Omah Seblak Krenyeng yang melakukan pembelian dijadikan populasi kemudian diambil 112 sampel dengan rumus Ferdinand. *Insidental sampling* dijadikan sebagai teknik pengambilan sampel. Kuisisioner disebar dan hasil jawaban responden dianalisis dengan regresi linier berganda. Hasil menunjukkan variabel harga dan kualitas produk memiliki pengaruh secara parsial maupun simultan dengan variabel kepuasan konsumen.

Kata kunci: Harga, Kualitas Produk dan Kepuasan Konsumen