

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap kepuasan pelanggan On Market Go+ Surabaya. Populasi dari penelitian ini adalah pelanggan yang telah membeli produk di On Market Go+ yang jumlahnya tidak terbatas. Teknik pengambilan sampel menggunakan *accidental sampling* dengan jumlah sampel sebanyak 100 orang. Adapun teknik analisa menggunakan regresi berganda.

Hasil uji asumsi klasik yang dilakukan melalui normalitas, multikolinearitas, dan heteroskedastisitas menyatakan bahwa semua variabel yang digunakan tidak melanggar syarat yang telah ditentukan. Sedangkan hasil uji kelayakan model yang dilakukan melalui uji f, dan koefisien determinasi, model regresi yang digunakan dalam penelitian ini layak untuk digunakan. Hasil uji hipotesis menunjukkan bahwa harga, kualitas produk, dan kualitas pelayanan berpengaruh signifikan dan positif terhadap kepuasan pelanggan On Market Go+ di Surabaya.

Kata kunci: harga, kualitas produk, kualitas pelayanan, kepuasan pelanggan.



ABSTRACT

This research aimed to find out the influence of price, product quality, and service quality to consumer satisfaction On Market Go+ Surabaya. Population in this research was the consumers who had bought product in On Market Go+ it's unlimited. The sampling technique used multiple regression analysis.

Classic assumption test result was done through normality, multicollinearity, and heteroscedasticity. The result stated that all variables were not violate predetermined terms. While the result of the model feasibility test were carried out through the F test, and the coefficient or determination, the regression model were suitable to use in this research. Then, the hypothesis test result showed that price had significant and positive influence on customer satisfaction On Market GO+ in Surabaya, product quality had significant and positive influence on customer satisfaction On Market GO+ in Surabaya, and service quality had significant and positive influence on customer satisfaction On Market GO+ in Surabaya.

Keywords: price, product quality, service quality, customer satisfaction.