

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan, kualitas produk, harga terhadap kepuasan konsumen PT. Naga Mas Motor Kecamatan Slogohimo.

Jenis penelitian adalah penelitian kuantitatif. Populasi sebanyak 105 orang. Sampel penelitian menggunakan *non probability sampling* (sampel non acak) dengan teknik sampling jenuh, sehingga jumlah sampel penelitian sebanyak 105 responden. Metode Analisis data menggunakan analisis regresi berganda, Uji kelayakan model dengan uji F dan pengujian hipotesis menggunakan uji t.

Hasil penelitian menunjukkan bahwa dengan uji asumsi klasik, data berdistribusi normal, tidak terjadi heteroskedastisitas dan multikolinearitas antar variabel bebas. Berdasarkan uji F, variabel penelitian yang digunakan layak sebagai model penelitian. Hasil pengujian hipotesis, kualitas pelayanan dan kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen PT. Naga Mas Motor Kecamatan Slogohimo, sedangkan harga berpengaruh negatif dan signifikan terhadap kepuasan konsumen.

Kata Kunci: Kepuasan Konsumen, Kualitas Pelayanan, Kualitas Produk, Harga

ABSTRACT

This research aimed to examine the effect of service quality, product quality and customers' satisfaction at PT. Naga Mas Motor Kecamatan Slogohimo.

This research was quantitative research. While, the population was 105 people at PT. Naga Mas Motor Kecamatan Slogohimo. Moreover, the data collection technique used non-probability sampling technique. Furthermore, the sampling technique used saturated sampling technique. In line with that, there were 105 respondents of customers as the research sample. Additionally, the data analysis technique used multiple linear regression analysis.

The research result concluded that both service quality and product quality had a positive and significant effect on customers' satisfaction at PT. Naga Mas Motor Kecamatan Slogohimo. On the other hand, price had a negative and significant effect on customers' satisfaction at PT. Naga Mas Motor Kecamatan Slogohimo.

Keywords: *Consumers' Satisfaction, Service Quality, Product Quality, Price*



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