

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas layanan, kualitas produk, dan harga terhadap kepuasan konsumen. Kualitas layanan diukur dengan *Responsiveness, Assurance, Tangible, Empathy dan Reliability*, sedangkan kualitas produk diukur dengan *Form, features, Customization, Performance, Quality, Conformance, Durability, Reliability*. Sedangkan harga diukur dengan indikator keterjangkauan harga, kesesuaian harga dengan kualitas produk, kesesuaian harga dengan manfaat, harga sesuai kemampuan atau daya saing harga.

Jenis penelitian ini adalah kuantitatif. Populasi penelitian adalah Senja Jingga Café Gresik. Proses pengambilan sampel menggunakan metode *purposive sampling*, yaitu pengambilan sampel dengan kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* didapatkan sampel sebanyak 100 responden yang merupakan konsumen Senja Jingga Café Gresik. Teknik analisis data dilakukan dengan menggunakan uji instrumen, analisis regresi linear berganda, uji kelayakan model, uji asumsi klasik, dan pengujian hipotesis. Teknik analisis tersebut dilakukan dengan bantuan program SPSS versi 25.

Hasil penelitian ini menunjukkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan konsumen di Senja Jingga Cafe Gresik. Harga berpengaruh positif dan signifikan terhadap kepuasan konsumen di Senja Jingga Cafe Gresik. Sedangkan kualitas produk berpengaruh positif dan tidak signifikan terhadap kepuasan konsumen di Senja Jingga Cafe Gresik.

Kata kunci: kualitas layanan, kualitas produk, harga, kepuasan konsumen.

ABSTRACT

This research aimed to examine the effect of service quality, product quality, and price on customer satisfaction. The service quality was measured by Responsiveness, Assurance, Tangible, Empathy, and Reliability. While product quality was measured by Form, features, Customization, Performance, Quality, Conformance, Durability, and Reliability. Meanwhile, the price was measured by indicators with price affordability, price compatibility with product quality, price compatibility with benefits, and price according to ability, or price competitiveness. The research was quantitative. Moreover, the population was Senja Jingga

Café, Gresik. The data collection technique used purposive sampling i.e., a sample collection with determined criteria. In line with that, there were 100 respondents of the customers at Senja Jingga Cafe Gresik; as the sample. Furthermore, the data analysis technique used an instrument test, multiple linear regression, proper model test, classical assumption test, and hypothesis test; with SPSS 25.

The result showed that service quality had a positive and significant effect on customer satisfaction at Senja Jingga Cafe Gresik. However, product quality had a positive but insignificant effect on customer satisfaction at Senja Jingga Cafe Gresik.

Keywords: *Service Quality, Product Quality, Price, Customer Satisfaction.*



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