

ABSTRAK

PENGARUH HARGA, KUALITAS PRODUK DAN KUALITAS LAYANAN TERHADAP KEPUASAN KONSUMEN PADA PT. MESTIKA SAKTI

Erika Pantun, Tiffany Yunawan
Program Studi Manajemen

Penelitian dilakukan di PT. Mestika Sakti. Tujuan Penelitian adalah untuk menguji dan menganalisis pengaruh Harga, Kualitas Produk dan Kualitas Layanan terhadap Kepuasan Konsumen pada PT. Mestika Sakti. Metode penelitian menggunakan kuantitatif. Populasi dalam penelitian ini berjumlah 168 konsumen dan sampel penelitian berjumlah 118 konsumen. Teknik sampling yang digunakan adalah *sampling random sampling*. Pengujian hipotesis secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $3,382 > 1,981$ dan signifikan yang diperoleh $0,000 < 0,05$, berarti bahwa H_a diterima dan H_o ditolak yaitu secara parsial Harga berpengaruh positif dan signifikan terhadap Kepuasan Konsumen pada PT. Mestika Sakti. Pengujian hipotesis secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $3,993 > 1,981$ dan signifikan yang diperoleh $0,000 < 0,05$, berarti bahwa H_a diterima dan H_o ditolak yaitu secara parsial Kualitas Produk berpengaruh positif dan signifikan terhadap Kepuasan Konsumen pada PT. Mestika Sakti. Pengujian hipotesis secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $3,140 > 1,981$ dan signifikan yang diperoleh $0,013 < 0,05$, berarti bahwa H_a diterima dan H_o ditolak yaitu secara parsial Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Konsumen pada PT. Mestika Sakti. Hasil pengujian diperoleh nilai $F_{hitung} (22,326) > F_{tabel} (2,68)$ dan probabilitas signifikansi $0,000 < 0,05$, berarti bahwa H_a diterima dan H_o ditolak yaitu secara simultan Harga, Kualitas Produk, dan Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Konsumen pada PT. Mestika Sakti.

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

ABSTRACT

INFLUENCE OF PRICE, PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN. MESTIKA SAKTI

Erika Pantun, Tiffany Yunawan

Management Study Program

The research was conducted at PT. Mestika Sakti Research objective is to test and analyze the effect of Price, Product Quality and Service Quality on Customer Satisfaction at PT. Mestika Sakti. The research method uses quantitative. The population in this study amounted to 168 consumers and the research sample amounted to 118 consumers. The sampling technique used was random sampling. Hypothesis testing partially obtained $t_{count} > t_{table}$ or $3.382 > 1.981$ and a significant value obtained was $0.000 < 0.05$, meaning that H_a was accepted and H_o was rejected, namely that partially Price had a positive and significant effect on Customer Satisfaction at PT. Mestika Sakti. Hypothesis testing partially obtained $t_{count} > t_{table}$ or $3.993 > 1.981$ and significant obtained $0.000 < 0.05$, it means that H_a is accepted and H_o is rejected, namely partially Product Quality has a positive and significant effect on Customer Satisfaction at PT. Mestika Sakti. Hypothesis testing partially obtained $t_{count} > t_{table}$ or $3.140 > 1.981$ and a significant value obtained was $0.013 < 0.05$, meaning that H_a was accepted and H_o was rejected, namely that partially Service Quality had a positive and significant effect on Customer Satisfaction at PT. Mestika Sakti. The test results obtained by the value of F count (22.326) $> F$ table (2.68) and a significance probability of $0.000 < 0.05$, meaning that H_a is accepted and H_o is rejected, i.e. simultaneously Price, Product Quality, and Service Quality have a positive and significant effect on satisfaction. Consumers at PT. Mestika Sakti.

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