

ABSTRAK

PENGARUH KWALITAS PRODUK, KWALITAS PELAYANAN, serta HARGA dalam KEPUASAN PELANGGAN SUSHI TEI MANHATTAN MEDAN

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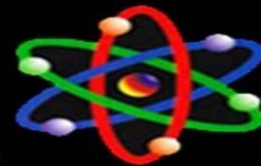
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Program Studi Manajemen

Perubahan kualitas produk, kualitas pelayanan serta harga enggan selalu diikuti dalam peningkatan ataupun penurunan kepuasan pelanggan. Teori serta hasil penelitian sebelumnya menemukan hasil yang berbeda, sehingga melatarbelakangi penelitian ini. Penelitian tersebut bertujuan guna meneliti pengaruhnya dikwalitas produk, kwalitass pelayanan serta harga dalam rasa puas customer. Penelitian tersebut mengenakan tehnik regresi linier berganda, uji parsial, uji simultan serta uji koefisien determinasi. Sesuai perolehan kepenelitian bisa disimpulkan bahwasanya kualitas produk, kualitas pelayanan serta harga adanya pengaruh signifikan dalam simultansertaparsial dalam rasa puas customer.

Kata Kunci : kualitas Produk, kualitas Pelayanan, Harga, Rasa Puas customer



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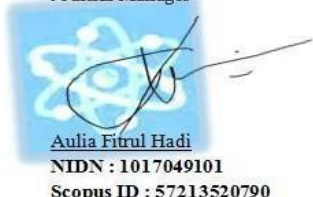
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