

**Analysis of Factor Affecting Satisfaction of Dragon Fruit Customer at UD.
Sabila Farm, Pakem Sub-District, Sleman Regency**

By: Endang Sri Wahyuni

Supervised by: BUDIARTO and NI MADE SUYASTIRI, YP

ABSTRACT

This study aimed to analyze the effect of product quality, service quality and price to customer satisfaction dragon fruit at UD. Sabila Farm, to analyze the level of performance (*performance*) of product quality, service quality and price to customer satisfaction at UD. Sabila Farm, to analyze the level of interest (*importance*) of product quality, service quality and price to customer satisfaction at UD. Sabila Farm and to analyze the level of customer satisfaction dragon fruit at UD. Sabila Farm. The method of implementation of this research using a survey method. Location methods using purposive. Kinds of data used is primary and secondary data. Sources of data in this study of the owner of UD. Sabila Farm and consumers UD. Sabila Farm. Data collection techniques by observation, kuesioer and mutilation. Methods of analysis of this study using multiple linear regression analysis, Importance Performance Analysis (IPA) and the Customer Satisfaction Index (CSI). The analysis showed that the product quality, service quality and price have positive and significant impact on customer satisfaction. Based on the number of Adjusted R square of 0.556 indicates that 55.6 percent of consumer satisfaction can be explained by the three independent variables studied. While the remaining 44.4 percent is explained by other variables not examined in this study. The performance level of product quality and service quality are at high criteria with a score of 3.93 and 3.73, the price is the criteria for being with a score of 3.60. While the importance of product quality and service quality are at high criteria with a score of 3.79 and 4.21, the price is the criteria for being with a score of 3.56. As well as the level of customer satisfaction are the criteria are satisfied with a score of 0.74.

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