

**ANALISIS FAKTOR FAKTOR YANG MEMPENGARUHI KEPUASAN  
KONSUMEN BIBIT KELENGKENG DI CV. TELAGA NURSERY  
DESA PEMUKTI BARU TLOGO, KECAMATAN  
PRAMBANAN, KABUPATEN KLATEN**

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**ABSTRAK**

Penelitian ini bertujuan 1) Menganalisis kualitas pelayanan, kualitas produk, harga dan tingkat kepuasan konsumen bibit kelengkeng di CV. Telaga Nursery Prambanan dan 2) Menganalisis pengaruh kualitas pelayanan, kualitas produk dan harga terhadap kepuasan konsumen bibit kelengkeng di CV. Telaga Nursery Prambanan. Metode dasar penelitian yang digunakan adalah deskriptif, metode pelaksanaan penelitian ini menggunakan studi kasus. Teknik penentuan responden dengan metode *non probability sampling*, sebanyak 50 responden. Macam data yang digunakan adalah data primer dan data sekunder. Dalam penelitian ini digunakan teknik analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa 1) Kualitas pelayanan di CV. Telaga Nursery sangat bagus, kualitas produk bibit kelengkeng yang dijual sangat baik, harga untuk bibit kelengkeng sangat terjangkau dan kepuasan konsumen bibit kelengkeng di CV. Telaga Nursery Prambanan bahwa konsumen sangat puas 2) Kualitas pelayanan dan kualitas produk berpengaruh terhadap kepuasan konsumen bibit kelengkeng sedangkan harga tidak berpengaruh terhadap kepuasan konsumen bibit kelengkeng di CV. Telaga Nursery Prambanan.

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

**AN ANALYSIS OF FACTORS THAT INFLUENCE CONSUMERS'  
SATISFACTION OF LONGAN SEEDS IN CV. TELAGA NURSERY,  
PEMUKTI BARU TLOGO VILLAGE, PRAMBANAN DISTRICT,  
KLATEN REGENCY**

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**ABSTRACT**

This study aims to 1) analyze the service quality, product quality, price and level of consumers' satisfaction of longan seeds in CV. Telaga Nursery Prambanan and 2) analyze the influence of service quality, product quality and price on the consumers' satisfaction of longan seeds in CV. Telaga Nursery Prambanan. The basic research method used is descriptive, the method of conducting this research is a case study. The technique of determining respondents uses non probability sampling method, as many as 50 respondents. The types of data used are primary data and secondary data. This study uses multiple linear regression analysis techniques. The results show that 1) the quality of service in the CV. Telaga Nursery is very good, the quality of longan seed products sold is very good, the price for longan seeds is very affordable and the consumers' satisfaction on the longan seeds in CV. Telaga Nursery Prambanan that consumers are very satisfied 2) the quality of service and product quality affect the consumers' satisfaction of longan seeds while the price does not affect the consumers' satisfaction on the longan seeds in CV. Telaga Nursery Prambanan.

Keywords: Service Quality, Product Quality, Price, and Consumers' Satisfaction.