

ABSTRAK

DONI HERMAWAN DWI YULIANTO. Analisis Pengaruh Kualitas Produk, Harga dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Benih Padi Produksi UTP Balai Benih Pertanian Kabupaten Bantul, dibimbing oleh YUNI ISTANTO dan SITI HAMIDAH

Penelitian ini bertujuan menganalisis pengaruh kualitas produk, harga, dan kualitas pelayanan terhadap kepuasan konsumen benih padi produksi UPT Balai Benih Pertanian Barongan. Penelitian ini merupakan penelitian kuantitatif. Penelitian ini menggunakan metode survei yang di dalamnya dilakukan penyelidikan untuk memperoleh fakta-fakta dari gejala-gejala yang ada. Penentuan lokasi dengan metode *purposive*, yaitu suatu penentuan lokasi penelitian secara sengaja berdasarkan atas pertimbangan UPT BBP Kabupaten Bantul yang merupakan tempat penyedia benih berkualitas, dan sebagai institusi pemerintah yang bergerak dalam memajukan kesejahteraan petani terutama di Kabupaten Bantul. Jenis data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi, sedangkan untuk teknik analisis data menggunakan analisis deskriptif, analisis regresi linear berganda, koefisien determinasi, uji f, dan uji t. Interpretasi hasil analisis menggunakan tingkat kepercayaan 95%. Hasil penelitian menunjukkan bahwa kualitas produk, harga dan kualitas pelayanan berpengaruh terhadap kepuasan konsumen.

Kata kunci: Kualitas Produk, Harga, Kualitas Pelayanan dan Kepuasan Konsumen

ABSTRACT

DONI HERMAWAN DWI YULIANTO. Analysis of the Influence of the Product Quality, Price, and Service Quality on Customer Satisfaction of Rice Seeds Produced by “UTP Balai Benih Pertanian” in Bantul Regency, supervised by YUNI ISTANTO and SITI HAMIDAH.

This study aims to analyze the influence of product quality, price, and service quality towards the satisfaction of consumers of rice seeds produced by UPT Balai Benih Pertanian (The Agricultural Technology Research Center for Seeds) Barongan. This is a quantitative research and it implements a survey method conducting an investigation to obtain facts from the existing symptoms. The location of the research was purposively selected based on consideration of UPT BBP of Bantul Regency where qualified seeds are provided. It is also a government institution engaged in enhancing farmers' welfare, especially in Bantul Regency. The types of data used in this research are primary and secondary data. In addition, the data collection techniques used were observation, interviews, and documentation, while the data analysis techniques applied descriptive analysis, multiple linear regression analysis, coefficient of determination, f test, and t-test. The interpretation of the results of the analysis uses a 95% confidence level. The results showed the significance of the effect of price on customer satisfaction. The result showed that product quality, price, and service quality had an effect on customer satisfaction.

Keywords: Product Quality, Price, Service Quality, and Consumer Satisfaction