

**ANALISIS PENGARUH KUALITAS PRODUK, KUALITAS
PELAYANAN, DAN HARGA TERHADAP KEPUASAN KONSUMEN
DALAM PEMBELIAN *STEAK* DI ORANGE *STEAK*
KOTA TASIKMALAYA**

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ABSTRAK

Penelitian ini bertujuan untuk (1) menganalisis faktor-faktor yang mempengaruhi kepuasan konsumen (kualitas produk, kualitas pelayanan, dan harga) Orange Steak, (2) menganalisis kepuasan konsumen berdasarkan kesesuaian antara kepentingan dan kinerja restoran Orange Steak. Penelitian ini menggunakan metode deskriptif. Metode pelaksanaan penelitian menggunakan metode survey. Metode penentuan lokasi dilakukan secara *purposive*. Metode pengambilan sampel menggunakan metode *accidental sampling* dan untuk menentukan jumlah responden menggunakan metode *Roscoe* sebanyak 40 orang. Metode pengumpulan data yang digunakan adalah metode observasi dan kuesioner. Pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data meliputi uji regresi linier berganda dan *Importance Performance Analysis* (IPA). Hasil penelitian ini menunjukkan bahwa (1) kualitas produk, kualitas pelayanan, dan harga berpengaruh terhadap kepuasan konsumen dalam pembelian *steak* di Orange Steak Kota Tasikmalaya, (2) konsumen merasa tidak puas berdasarkan tingkat kesesuaian antara kepentingan dan kinerja Orange Steak sebesar 95,01%.

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

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE TO THE CUSTOMER SATISFACTION IN PURCHASING STEAK AT ORANGE STEAK TASIKMALAYA CITY

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ABSTRACT

This research aims to (1) analyze the factors that affect to the consumers satisfaction (product quality, service quality, and price) at Orange Steak, (2) analyze the customer satisfaction based on the suitability between importance and performance Orange Steak restaurant. This research uses a descriptive method. The implementation research method uses survey method. The method of determining the location is carried out purposively. The sampling method uses accidental sampling method and the determination of the respondents uses the Roscoe method as many as 40 people. The data collection method used is observation and questionnaires. The instrument testing uses validity test and reliability test. The data analysis techniques include the multiple linear regression test and Importance Performance Analysis (IPA). The results showed that (1) the product quality, service quality, and price influenced to the consumer satisfaction in purchasing steak at Orange Steak Tasikmalaya City, (2) the consumers feel dissatisfied based on the level of suitability between importance and performance of Orange Steak at 95.01%.

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