

**ANALISIS PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN  
DAN HARGA TERHADAP KEPUASAN KONSUMEN  
PRODUK *CHOCO BAR* DI TUGU *CHOCOLATE* YOGYAKARTA**

**Oleh : Erni Wati**

**Dibimbing Oleh : Indah Widowati dan Budiarto**

**ABSTRAK**

Penelitian ini bertujuan (1) Mendeskripsikan variabel kualitas produk, kualitas pelayanan, harga dan kepuasan konsumen Di Tugu Chocolate Yogyakarta. (2) Menganalisis pengaruh kualitas produk, kualitas pelayanan dan harga terhadap kepuasan konsumen Di Tugu *Chocolate* Yogyakarta. Penelitian ini menggunakan metode pendekatan kuantitatif. Metode penentuan lokasi menggunakan metode *Purposive*. Metode penentuan responden dengan *Accidental* untuk 40 responden konsumen Tugu *Chocolate* Yogyakarta. Data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data dengan *interview* (wawancara), kuesioner (angket), observasi (pengamatan). Teknik analisis *deskriptif* dan regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) Deskripsi variabel kualitas produk, kualitas pelayanan, dan harga termasuk dalam kategori baik. Deskripsi variabel kepuasan konsumen termasuk dalam kategori sangat puas. (2) Terdapat pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap kepuasan konsumen baik secara simultan maupun parsial.

Kata kunci: kualitas produk, kualitas pelayanan, harga, kepuasan konsumen, coklat.

**ANALYSIS OF INFLUENCE PRODUCT QUALITY, SERVICE QUALITY  
AND PRICE TOWARDS CONSUMER SATISFACTION  
CHOCO BAR PRODUCT AT THE TUGU CHOCOLATE YOGYAKARTA**

**By : Erni Wati**

**Supervised by: Indah Widowati dan Budiarto**

**ABSTRACT**

*This research aim (1) to describe product quality variables, service quality and price towards consumer satisfaction at the Tugu Chocolate Yogyakarta. (2) To analyze the effect of product quality, service quality and price on consumer satisfaction at Tugu Chocolate Yogyakarta. This research uses a quantified method. The location selected method uses the purposive method. The method of determining respondents by Accidental for 40 consumers of Tugu Chocolate Yogyakarta consumers. The data used are primary data and secondary data. Data collection techniques with interviews (interviews), questionnaires (questionnaires), observations (observations). The techniques of analysis used were descriptive and multiple regression analysis. The results showed that: (1) The variable descriptions of product quality, service quality, and price are included in the good category. The variable description of the consumer satisfaction variable are included in the very satisfied category. (2) There is an effect of product quality, service quality, price on consumer satisfaction at the Tugu Chocolate Yogyakarta both simultaneously and partially.*

*Kata kunci: product quality, service quality, price, consumer satisfaction, Chocolate.*