

PENGARUH KUALITAS PRODUK, HARGA, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN

(Survei pada Pelanggan Xi Bo Ba di Kota Magelang)

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ABSTRAKSI

The spread of customers to other brands on food and beverages industry in Magelang city resulted in a decrease in Xi Bo Ba's income so that his financial performance could decline or even experience financial difficulties due to not being able to maintain or increase market share in the food and beverage industry. X Xi Bo Ba must adjust and evaluate its business strategy from various aspects so as to enable customers to make purchases in a sustainable manner. One of the causes of the decline in Xi Bo Ba's customers is the result of customer dissatisfaction. This research examine the influence of Product Quality, Price, and Service Quality on Xi Bo Ba Outlet in Magelang City. This research is a quantitative research using survey methods, the sampling method used in this research is purposive sampling, and the sample is 120 responden. The research variable data was processed using the Software Statistical Product and Service Solution (SPSS) version 24. The analytical methods used included validity and reliability test, descriptive statistical analysis, multiple linear regression analysis, and hypothesis testing. Product Quality, Price, and Service Quality have a simultaneous (together) effect on Customer Satisfaction at Xi Bo Ba in Mage-lang City, Product quality has a partial effect on customer satisfaction at Xi Bo Ba in Magelang City, Price has a partial effect on customer satisfaction at Xi Bo Ba in Magelang City, Service quality has a partial effect on customer satisfaction at Xi Bo Ba in Magelang City.

Keyword: Product Quality; Price; Service Quality; Customer Satisfaction, Restaurant