

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh kualitas produk, pelayanan, dan harga, terhadap kepuasan konsumen keripik di UMKM Intan Rahmadhani Snack Kalasan. Metode yang digunakan adalah metode penelitian kuantitatif dengan pendekatan survei. Metode pengambilan responden menggunakan metode *nonprobability sampling* dengan teknik *Accidental sampling* berjumlah 40 responden. Sumber data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data menggunakan wawancara, kusioner, observasi dan dokumentasi. Teknik analisis data dengan analisis deskriptif dan analisis regresi linier berganda. Hasil Penelitian menunjukkan bahwa (1) Deskripsi Variabel kualitas produk, harga dan pelayanan termasuk dalam kategori sangat baik. Deskripsi variabel kepuasan konsumen termasuk dalam kategori sangat puas. (2) Terdapat pengaruh kualitas produk, pelayanan terhadap kepuasan konsumen, sedangkan variabel harga tidak berpengaruh terhadap kepuasan konsumen di UMKM Intan Rahmadhani Snack.

Kata Kunci: Kepuasan Konsumen, Kualitas Produk, Pelayanan, Harga, UMKM Intan Rahmadhani Snack

ANGELINARIF SITOMPUL. 2024. *ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE AND SERVICE ON CONSUMER SATISFACTION WITH CHIPS IN THE UMKM INTAN RAHMADHANI SNACK KALASAN SLEMAN.* Under the direction of Budiarto

ABSTRACT

This research aims to analyze the effect of product quality, service, and price, on the satisfaction of chips consumer at UMKM Intan Rahmadhani Snack Kalasan. The method used is a quantitative research method with a survey approach. The method of taking respondents using the nonprobability sampling method with accidental sampling techniques amounted to 40 respondents. The data sources used are primary data and secondary data. Data collection techniques using interviews, queues, observation and documentation. Data analysis techniques with descriptive analysis and multiple linear regression analysis. The results showed that (1) description of product quality variables, prices and services included in the very good category. Description of the variable customer satisfaction is included in the category very satisfied. (2) There is an influence of product quality, service on consumer satisfaction, while price variables have no effect on customer satisfaction at UMKM Intan Rahmadhani Snack

Keywords: *Consumer Satisfaction, Product Quality, Service, Price, UMKM Intan Rahmadhani Snack*