

MEITA NILAM SENTIKA. 2024. *Analysis of the Influence of Product Quality, Service Quality, Price and Promotion on Consumer Satisfaction (Case Study of Sinambi Wedangan Cafe Gunungkidul).* Supervised by Wulandari Dwi Etika Rini.

ABSTRACT

This research aims to (1) describe the variables of product quality, service quality, price, promotion and consumer satisfaction (2) analyze the influence of product quality, service quality, price and promotion on consumer satisfaction in Sinambi Wedangan. The research method uses a quantitative approach with a case study type of research. The sampling method used a purposive sampling technique of 50 samples. The data sources used are primary data and secondary data. Data collection methods use questionnaires, observation, interviews and documentation. Instrument testing uses validity tests and reliability tests. The data analysis technique used is multiple linear regression. The results of this research are (1) the variables of product quality, service quality, price, promotion, and consumer satisfaction are included in the good category (2) product quality, service quality, price, and promotion have an influence on consumer satisfaction in Sinambi Wedangan.

Keywords: *Product Quality, Service Quality, Price, Promotion, Consumer Satisfaction.*

MEITA NILAM SENTIKA. 2024. Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Harga, dan Promosi Terhadap Kepuasan Konsumen (Studi Kasus Kafe Sinambi Wedangan Gunungkidul). Dibimbing oleh Wulandari Dwi Etika Rini.

ABSTRAK

Penelitian ini bertujuan untuk (1) mendeskripsikan variabel kualitas produk, kualitas pelayanan, harga, promosi, dan kepuasan konsumen (2) menganalisis pengaruh kualitas produk, kualitas pelayanan, harga, dan promosi terhadap kepuasan konsumen di Sinambi Wedangan. Metode penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian studi kasus. Metode pengambilan sampel menggunakan teknik *purposive sampling* sebanyak 50 sampel. Sumber data yang digunakan adalah data primer dan data sekunder. Metode pengumpulan data menggunakan kuesioner, observasi, wawancara, dan dokumentasi. Pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil penelitian ini adalah (1) variabel kualitas produk, kualitas pelayanan, harga, promosi, dan kepuasan konsumen termasuk dalam kategori baik (2) kualitas produk, kualitas pelayanan, harga, dan promosi berpengaruh terhadap kepuasan konsumen di Sinambi Wedangan.

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