

Tafuzi Vaoria. 2025. The Effect Of Price, Product Quality And Service Quality On Consumer Satisfaction Of Coffee Drink Products At Tilasawa Coffee Roaster. Under direction by Dr.Wulandari Dwi Etika Rini S.P., MP.

ABSTRACT

The purpose of this study is 1) To identify the characteristics of respondents of coffee beverage products at Tilasawa Coffee Roaster. 2) To identify the average score of respondents' answers to the variables that affect consumer satisfaction of coffee beverage products at Tilasawa Coffee Roaster. 3) To analyze the effect of price, product quality and service quality on consumer satisfaction of coffee beverage products at Tilasawa Coffee Roaster. This study uses a quantitative approach with a descriptive research type, the determination of the location is determined by the purposive method and the method of selecting respondents using accidental sampling. The number of participants involved is 40 respondents. The data analysis technique used is descriptive analysis and multiple linear regression. The results of the study show that 1) The characteristics of respondents of coffee beverage products at Tilasawa Coffee Roaster are dominated by female gender, the age of respondents is dominated by 17-21 years old, the domicile or place of residence of respondents in this study is dominated by Yogyakarta, the last education of respondents is dominated by taking their last education at the high school level (SMA) and the occupation is dominated by students or college students. 2) The average score of respondents' answers on the price variable (X^1), product quality variable (X^2), service quality (X^3) and consumer satisfaction (Y) are included in the satisfied category. 3) Price, product quality, and service quality have an individual and joint effect on consumer satisfaction of Tilasawa Coffee Roaster coffee beverage products.

Keywords: price, product quality, service quality, consumer satisfaction

Tafuzi Vaoria. 2025. Pengaruh Harga , Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Produk Minuman Kopi Pada Tilasawa Coffee Roaster. Di bawah arahan Dr.Wulandari Dwi Etika Rini S.P., MP.

ABSTRAK

Tujuan penelitian ini adalah 1) Mengidentifikasi karakteristik responden produk minuman kopi pada Tilasawa Coffee Roaster. 2) Mengidentifikasi skor rata-rata jawaban responden terhadap variabel-variabel yang mempengaruhi kepuasan konsumen produk minuman kopi pada Tilasawa Coffee Roaster. 3) Menganalisis pengaruh harga, kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen produk minuman kopi pada Tilasawa Coffee Roaster. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif, penentuan lokasi ditentukan dengan metode *purposive* dan metode pengambilan responden menggunakan *accidental sampling*. Jumlah partisipan yang dilibatkan sebanyak 40 responden. Teknik analisis data yang digunakan adalah analisis deskriptif dan regresi linier berganda. Hasil penelitian menunjukkan bahwa 1) Karakteristik responden produk minuman kopi Tilasawa Coffee Roaster didominasi berjenis kelamin perempuan, usia responden didominasi oleh usia 17-21 tahun, domisili atau tempat tinggal responden pada penelitian ini didominasi berasal dari Yogyakarta, pendidikan terakhir responden didominasi menempuh pendidikan terakhir pada tingkat sekolah menengah atas (SMA) dan pekerjaan didominasi adalah pelajar atau mahasiswa. 2) Skor rata-rata jawaban responden pada variabel harga (X_1), variabel kualitas produk (X_2), kualitas pelayanan (X_3) dan kepuasan konsumen (Y) termasuk dalam kategori puas. 3) Harga, kualitas produk, dan kualitas layanan berpengaruh secara individu maupun bersama sama terhadap kepuasan konsumen produk minuman kopi Tilasawa Coffee Roaster.

Kata Kunci : harga, kualitas produk, kualitas layanan, kepuasan konsumen