

Rahma Naura Endiva. 2025. The Effect of Product Quality, Service Quality, and Beef Floss Price on Consumer Satisfaction at UKM Khansa Snack & Food in Pandowoharjo District, Sleman. Under direction by Dr. Ir. Budiarto, M.P.

ABSTRACT

This study aims to: (1) describe the characteristics of beef floss product consumers at UKM Khansa Snack & Food in Pandowoharjo District (2) identify the average score of consumer answers to the variables of product quality, service quality, and price that affect consumer satisfaction of beef floss products at UKM Khansa Snack & Food (3) analyze the effect of product quality, service quality, and beef floss price on consumer satisfaction at UKM Khansa Snack & Food in Pandowoharjo District. This study uses a quantitative approach with a descriptive research type. The determination of the location in this study was determined by the purposive method. The sampling of this study was carried out using a non-probability sampling technique with the incidental sampling method. The respondents in this study were 40 people. The types of data used are primary and secondary data, with data collection methods using observation, interviews, questionnaires, and documentation. The data analysis technique used is descriptive analysis and multiple linear regression. The results of the study show: (1) the characteristics of UKM Khansa Snack & Food beef floss consumers are dominated by female consumers, aged 17-25 years, completing their last education at Senior High School (SMA), as students, and the frequency of visiting and consuming beef floss themselves is 3-5 times (2) the average score of respondents' answers to the product quality variable (X1) is included in the good category, the service quality variable (X2) is included in the very good category, the price variable (X3) is included in the good category and the consumer satisfaction variable (Y) is included in the very satisfied category. This shows that consumers are satisfied with the product quality (X1), service quality (X2), and price (X3) of UKM Khansa Snack & Food beef floss products. (3) Product quality, service quality, and beef floss prices have a joint and individual effect on consumer satisfaction at UKM Khansa Snack & Food.

Keywords: *consumen satisfaction, price, product quality, service quality*

Rahma Naura Endiva. 2025. Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Harga Abon Sapi terhadap Kepuasan Konsumen pada UKM Khansa Snack & Food di Kapanewon Pandowoharjo, Sleman. Di bawah arahan Dr. Ir. Budiarto, M.P.

ABSTRAK

Penelitian ini bertujuan untuk: (1) mendeskripsikan karakteristik konsumen produk abon sapi pada UKM Khansa Snack & Food di Kapanewon Pandowoharjo (2) mengidentifikasi skor rata-rata jawaban konsumen terhadap variabel kualitas produk, kualitas pelayanan, dan harga yang mempengaruhi kepuasan konsumen produk abon sapi pada UKM Khansa Snack & Food (3) menganalisis pengaruh kualitas produk, kualitas pelayanan, dan harga abon sapi terhadap kepuasan konsumen pada UKM Khansa Snack & Food di Kapanewon Pandowoharjo. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif. Penentuan lokasi pada penelitian ini ditentukan dengan metode *purposive*. Pengambilan sampel penelitian ini dilakukan menggunakan teknik *non-probability sampling* dengan metode *incidental sampling*. Responden pada penelitian ini sebanyak 40 orang. Jenis data yang digunakan adalah data primer dan sekunder, dengan metode pengumpulan data menggunakan observasi, wawancara, kuesioner, dan dokumentasi. Teknik analisis data yang digunakan adalah analisis deskriptif dan regresi linear berganda. Hasil penelitian menunjukkan: (1) karakteristik konsumen abon sapi UKM Khansa Snack & Food didominasi oleh konsumen perempuan, berusia 17-25 tahun, menempuh pendidikan terakhir Sekolah Menengah Atas (SMA), sebagai pelajar/mahasiswa, serta frekuensi berkunjung dan mengonsumsi sendiri abon sapi sebanyak 3-5 kali (2) skor rata-rata jawaban responden pada variabel kualitas produk (X_1) termasuk dalam kategori baik, variabel kualitas pelayanan (X_2) termasuk dalam kategori sangat baik, variabel harga (X_3) termasuk dalam kategori baik dan variabel kepuasan konsumen (Y) termasuk dalam kategori sangat puas. Hal ini menunjukkan bahwa konsumen sudah merasa puas terhadap kualitas produk (X_1), kualitas pelayanan (X_2), dan harga (X_3) produk abon sapi UKM Khansa Snack & Food. (3) Kualitas produk, kualitas pelayanan, dan harga abon sapi berpengaruh secara bersama-sama maupun individu terhadap kepuasan konsumen pada UKM Khansa Snack & Food.

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