

REGINA TALENTA PANJAITAN. 2025. Pengaruh Kualitas Produk, Persepsi Harga, Kualitas Pelayanan, Emosional dan Biaya Terhadap Kepuasan Konsumen di Point Coffee Colombo Yogyakarta. Di bawah arahan Ir. Indah Widowati, M.P.

ABSTRAK

Penelitian ini bertujuan untuk: (1) mengetahui karakteristik konsumen Point Coffee Colombo (2) menganalisis pengaruh kualitas produk, persepsi harga, kualitas pelayanan, emosional dan biaya secara signifikan terhadap kepuasan konsumen pada Point Coffee Colombo. Penelitian ini menggunakan penelitian kuantitatif dengan jenis analisis deskriptif. Penentuan lokasi menggunakan metode *purposive*. Pengambilan sampel penelitian dilakukan menggunakan teknik *nonprobability sampling* dengan *accidental sampling*. Responden pada penelitian ini berjumlah 100 orang. Teknik analisis yang digunakan adalah analisis statistik deskriptif dan analisis regresi linier berganda. Hasil penelitian ini: (1) Karakteristik konsumen Point Coffee Colombo didominasi berjenis kelamin perempuan, usia 25-35 tahun, pendidikan terakhir SMA, pekerjaan mahasiswa/pelajar dan pendapatan Rp.1.500.000 – 2.500.000 per bulan. (2) Kualitas produk, persepsi harga, kualitas pelayanan berpengaruh signifikan terhadap kepuasan konsumen Point Coffee Colombo sedangkan emosional dan biaya tidak berpengaruh terhadap kepuasan konsumen Point Coffee Colombo Yogyakarta. Implikasi dari hasil penelitian ini menunjukkan bahwa Point Coffee Colombo perlu memfokuskan strategi pengembangan usaha pada peningkatan kualitas produk, penetapan harga yang kompetitif, dan peningkatan kualitas pelayanan guna meningkatkan kepuasan konsumen, memperluas pangsa pasar, serta memperkuat daya saing di industri kopi yang semakin berkembang pesat.

Kata Kunci: Biaya, Emosional, Kepuasan Konsumen, Kualitas Pelayanan, Kualitas Produk, Persepsi Harga.

Regina Talenta Panjaitan. 2025. *The Influence of Product Quality, Price Perception, Service Quality, Emotional Factors, and Cost on Customer Satisfaction at Point Coffee Colombo Yogyakarta.* Supervised by Ir. Indah Widowati, MP.

ABSTRACT

This study aims to: (1) identify the characteristics of Point Coffee Colombo consumers and (2) analyze the effects of product quality, price perception, service quality, emotional factors, and costs on consumer satisfaction at Point Coffee Colombo. This research employs a quantitative approach using descriptive analysis. The study site was selected using a purposive method. The research sample was obtained using a non-probability sampling technique with accidental sampling, involving 100 respondents. The data were analyzed using descriptive statistical analysis and multiple linear regression analysis. The results of the study indicate that: (1) the characteristics of Point Coffee Colombo consumers are predominantly female, aged 25-35 years, with a high school education as their highest level, mostly students, and an income ranging from IDR 1,500,000 to 2,500,000 every month; (2) product quality, price perception, and service quality have a significant effect on consumer satisfaction at Point Coffee Colombo, whereas emotional factors and costs do not significantly affect consumer satisfaction in Point Coffee Colombo, Yogyakarta. The implications of these findings suggest that Point Coffee Colombo should focus its business development strategies on improving product quality, establishing competitive pricing, and enhancing service quality to increase consumer satisfaction, expand market share, and strengthen competitiveness in the rapidly growing coffee industry.

Keywords: *Cost, Emotion, Consumer Satisfaction, Service Quality, Product Quality, Price Perception.*