

Najahan Musyaffa. 2025. *Analysis of the Influence of Price, Product Quality, and Service Quality on Consumer Satisfaction at Belikopi Palagan, Sleman Regency.* Guided by: Ni Made Suyastiri Yani Permai.

ABSTRACT

Belikopi Palagan is a contemporary coffee outlet that is experiencing rapid growth but faces obstacles related to price, product quality, and service quality. This study aims to: Analyze the influence of price, product quality, and service quality on consumer satisfaction at Belikopi Palagan. This study uses a descriptive quantitative method with purposively determined research locations, and involves 40 respondents selected through purposive sampling techniques. The data used are primary and secondary data through observation, documentation, and interviews. The analysis technique in this study uses multiple linear regression analysis. The results show that the majority of consumers are 17-25 years old, female, work as students, and have a frequency of purchases of 1-2 times. The results of the study show: price, product quality, and service quality affect consumer satisfaction at Belikopi Palagan.

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

Najahan Musyaffa. 2025. Analisis Pengaruh Harga, Kualitas Produk, dan Kualitas Pelayanan Terhadap Kepuasan Konsumen di Belikopi Palagan Kabupaten Sleman. Dibimbing Oleh: Ni Made Suyastiri Yani Permai.

ABSTRAK

Belikopi Palagan merupakan *outlet* kopi kekinian yang mengalami pertumbuhan pesat tetapi menghadapi kendala terkait harga, kualitas produk, dan kualitas pelayanan. Penelitian ini bertujuan untuk: Menganalisis pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap kepuasan konsumen di Belikopi Palagan. Penelitian ini menggunakan metode kuantitatif deskriptif dengan lokasi penelitian yang ditentukan secara *purposive*, serta melibatkan 40 responden yang dipilih melalui teknik *purposive sampling*. Data yang digunakan adalah data primer dan sekunder melalui observasi, dokumentasi, dan wawancara. Teknik analisis dalam penelitian ini menggunakan analisis regresi linier berganda. Hasil menunjukkan mayoritas konsumen berusia 17–25 tahun, berjenis kelamin perempuan, berprofesi sebagai pelajar/mahasiswa, dan memiliki frekuensi pembelian 1-2 kali. Hasil penelitian menunjukkan: harga, kualitas produk, dan kualitas pelayanan berpengaruh terhadap kepuasan konsumen di Belikopi Palagan.

Kata kunci: Harga, Kualitas Produk, Kualitas Pelayanan, dan Kepuasan Konsumen.