

ABSTRAK

**PENGARUH KUALITAS PRODUK, HARGA, DAN PROMOSI TERHADAP
KEPUASAN KONSUMEN DIRTY CHICK JL. MRICAN**

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Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas produk, harga, dan promosi terhadap kepuasan konsumen. Penelitian ini dilakukan di bidang industri makanan Restoran Dirty Chick. Populasi yang digunakan dalam penelitian ini adalah konsumen yang pernah datang ke Restoran Dirty Chick. Sampel pada penelitian ini sebanyak 100 responden dengan menggunakan teknik *Non-Probability Sampling* dengan pendekatan *purposive sampling* (pengambilan sampel berdasarkan target tertentu, dengan kriteria responden yang pernah makan minimal 1 kali di Restoran Dirty Chick Jl. Mrican). Data diambil menggunakan kuesioner melalui google form, setelah hasil kuesioner terkumpul maka dilakukan tabulasi data menggunakan MS. Excel 2013 dan dianalisis menggunakan program SPSS 22. Hasil menunjukkan bahwa 1) Terdapat pengaruh signifikan kualitas produk terhadap kepuasan konsumen 2) Terdapat pengaruh signifikan harga terhadap kepuasan konsumen 3) Terdapat pengaruh signifikan promosi terhadap kepuasan konsumen.

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

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, COST, AND PROMOTION ON CUSTOMERS SATISFACTION

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This research aims to find out how much the influence of product quality, cost, and promotion on customers' satisfaction. The research was conducted in Dirty Chick Restaurant. The population of this research was consumers who had come to Dirty Chick Restaurant. The sample of this research was 100 respondents selected by the non-probability purposive sampling technique. The data were gathered with a questionnaire distributed to the respondents through a google form. The data were tabulated using MS. Excel 2013 and analyzed using SPSS 22 program.

The result of this research showed that 1) there was a significant influence of product quality on customers' satisfaction 2) there was a significant influence of cost on customers' satisfaction 3) there was a significant influence of promotion on customers' satisfaction 4) there was a significant simultaneous influence of product quality, cost, and promotion on customers' satisfaction.

Key Words: product quality, cost, customers' satisfaction.