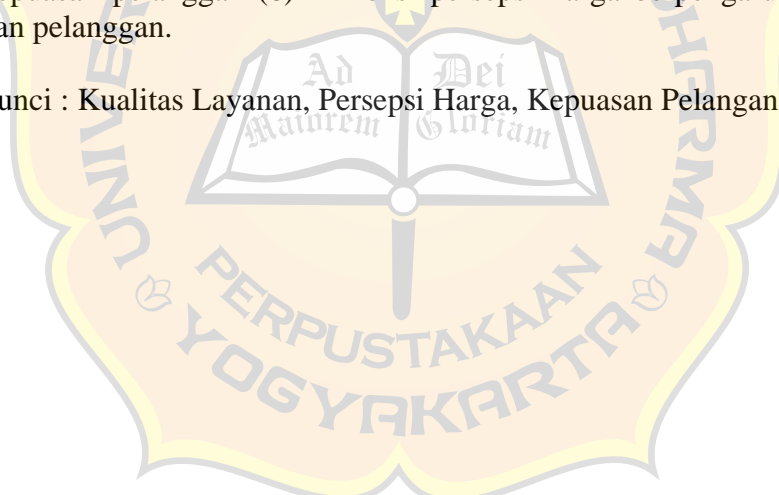


ABSTRAK
**ANALISIS PENGARUH KUALITAS PELAYANAN DAN PERSEPSI
HARGA PADA KEPUASAN KONSUMEN HAPPY PUPPY
FAMILY KARAOKE DI YOGYAKARTA**

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Penelitian ini bertujuan untuk menganalisis pengaruh dimensi *responsiveness*, *assurance*, *tangibility*, *empathy*, *reliability* dan persepsi harga pada kepuasan pelanggan. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner pada 100 responden. Data dianalisis menggunakan Regresi Linear Berganda. Hasil penelitian menunjukkan bahwa: (1) Dimensi *responsiveness* tidak berpengaruh pada kepuasan pelanggan (2) Dimensi *assurance* berpengaruh positif pada kepuasan pelanggan (3) Dimensi *tangibles* tidak berpengaruh pada kepuasan pelanggan. (4) Dimensi *empathy* tidak berpengaruh pada kepuasan pelanggan. (5) Dimensi *reliability* tidak berpengaruh pada kepuasan pelanggan (6) Dimensi persepsi harga berpengaruh positif pada kepuasan pelanggan.

Kata Kunci : Kualitas Layanan, Persepsi Harga, Kepuasan Pelanggan.



ABSTRACT
**AN ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY AND
PRICE PERCEPTION ON CUSTOMER SATISFACTION OF HAPPY
PUPPY FAMILY KARAOKE IN YOGYAKARTA**

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This study aims to analyze the influence of service quality dimensions of responsiveness, assurance, tangibles, empathy, reliability on customer satisfaction, and the influence of price perception on customer satisfaction. The sampling technique used was purposive sampling. The data were obtained by distributing questionnaires to 100 respondents. Data were analyzed using multiple linear regression. The results showed that: (1) responsiveness did not influence customer satisfaction (2) assurance had a positive influence on customer satisfaction (3) tangibles did not influence customer satisfaction. (4) empathy did not influence customer satisfaction. (5) reliability did not influence customer satisfaction (6) price perceptions did not influence customer satisfaction

Keywords: Service Quality, Price Perceptions, Customer Satisfaction

