

ABSTRAK
PENGARUH HARGA, DISKON DAN PROMOSI TERHADAP
KEPUASAN KONSUMEN

(Studi Pada Anak-Anak Kos Pengguna Jasa Grab di Daerah Pringgodani, Mrican, Depok, Sleman Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga, diskon dan promosi secara bersama-sama terhadap kepuasan konsumen, (2) pengaruh harga terhadap kepuasan konsumen, (3) pengaruh diskon terhadap kepuasan konsumen, (4) pengaruh promosi terhadap kepuasan konsumen. Sampel yang digunakan dalam penelitian ini yaitu sebanyak 100 responden. Pengumpulan data dilakukan dengan menggunakan kuesioner. Analisis data menggunakan *Statistical Product and Service Solutions* (SPSS). Hasil penelitian menunjukkan bahwa: (1) Harga, diskon dan promosi berpengaruh signifikan secara simultan terhadap kepuasan konsumen, (2) Harga berpengaruh dan signifikan secara parsial terhadap kepuasan konsumen, (3) Diskon tidak berpengaruh secara parsial terhadap kepuasan konsumen, (4) Promosi berpengaruh dan signifikan secara parsial terhadap kepuasan konsumen.

Kata Kunci: Harga, Diskon, Promosi dan Kepuasan Konsumen

ABSTRACT

THE INFLUENCE OF PRICE, DISCOUNT AND PROMOTION ON CONSUMER SATISFACTION

(A Study on boarding children using Grab services in the area of Pringgodani, Mrican, Depok, Sleman, Yogyakarta)

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This study aims to determine: (1) the simultaneous effect of price, discount and promotion on consumer satisfaction, (2) the effect of price on consumer satisfaction, (3) the effect of discount on consumer satisfaction, (4) the effect of promotion on consumer satisfaction. The number of the sample in this study was 100 respondents. Data was collected with a questionnaire distributed to the respondents. Data analysis uses Statistical Product and Service Solutions (SPSS). The results of this study showed that: (1) Price, discount and promotion had a significant simultaneous effect on customer satisfaction, (2) Price had a significant effect on customer satisfaction, (3) Discount had no effect on customer satisfaction, (4) Promotion had significant effect on consumer satisfaction.

Keywords: *Price, Discount, Promotion and Consumer Satisfaction*