

ABSTRAK

Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Mie Ayam Yamin Kampung Dalem Tulungagung

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Penelitian ini bertujuan Untuk mengetahui pengaruh secara parsial harga terhadap kualitas pelayan mie ayam yamin Tulungagung. Untuk mengetahui pengaruh secara parsial Kualitas pelayanan terhadap kepuasan peggan mie ayam yamin Tulungagung. Untuk mengetahui pengaruh secara simultan harga dan kualitas pelayanan terhadap kepuasan pelanggan mie ayam yamin Tulungagung. Penelitian ini menggunakan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik random sampling. Alat uji yang digunakan adalah uji instrumen penelitian dan analisis Regresi. asil $8.810 > 1.184$ dengan signifikan $0.000 > 0.05$: maka H_0 ditolak dan H_a diterima. Terdapat hubungan Harga terhadap Kepuasan Konsumen di Mie Ayam Yamin Tulungagung. Hasil $8.977 > 1.184$ dengan signifikan $0.000 > 0.05$: maka H_0 ditolak dan H_a diterima. Terdapat hubungan Pelayanan terhadap Kepuasan Konsumen di Mie Ayam Yamin Tulungagung. Dari tabel ANOVA diatas menunjukkan dengan nilai signifikan $0,000$ dan $(4.508) > (3.385)$, maka H_0 ditolak dan H_a diterima. Terdapat pengaruh Harga, Pelayanan terhadap Kepuasan konsumen Mie Ayam Yamin Tulungagung. Berdasarkan nilai R Square sebesar 0.547 maka Terdapat pengaruh Harga, Pelayanan terhadap Kepuasan konsumen Mie Ayam Yamin Tulungagung sebesar 54.7% sedangkan 45.3% adalah variabel lain yang tidak diteliti dalam penelitian.

Kata kunci : Pengaruh Harga, Kualitas Pelayanan, Kepuasan Pelanggan

ABSTRACT

The Influence of Price and Service Quality on Customer Satisfaction of Mie Ayam Yamin Kampung Dalem Tulungagung

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This study aims to determine the partial effect of price on the quality of Tulungagung yamin chicken noodles. To determine the partial effect of service quality on the satisfaction of Tulungagung yamin chicken noodles. To determine the simultaneous effect of price and service quality on customer satisfaction Tulungagung yamin chicken noodles. This study used a sample of 100 respondents. Sampling using random sampling technique. The test equipment used is research instrument test and regression analysis. result $8.810 > 1.184$ with a significant $0.000 > 0.05$: then H_0 is rejected and H_a is accepted. There is a relationship between price and consumer satisfaction in Mie Ayam Yamin Tulungagung. Results $8,977 > 1,184$ with a significance of $0,000 > 0.05$: then H_0 is rejected and H_a is accepted. There is a relationship between service and consumer satisfaction in Mie Ayam Yamin Tulungagung. From the ANOVA table above, it shows a significant value of 0.000 and $(4,508) > (3,385)$, then H_0 is rejected and H_a is accepted. There is an influence of price, service on consumer satisfaction of Mie Ayam Yamin Tulungagung. Based on the R Square value of 0.547 , there is an effect of price, service on consumer satisfaction of Tulungagung Yamin Chicken Noodles of 54.7% while 45.3% is another variable that was not examined in the study.

Keywords : Effect of Price, Service Quality, Customer Satisfaction