

ABSTRAK

Salshabila Rahmania (01616190018)

**PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK, DAN HARGA
TERHADAP KEPUASAN KONSUMEN
STARBUCKS DI JAKARTA**

(xiv + 86 halaman; 5 gambar; 29 tabel; 4 lampiran)

Tujuan dari penelitian ini adalah untuk menguji pengaruh positif kualitas layanan, kualitas produk, dan harga terhadap kepuasan konsumen. Metode survey dilakukan pada penelitian menggunakan kuesioner. Target populasi pada penelitian ini ada semua konsumen Starbucks yang pernah membeli produk minuman Starbucks minimal 1 kali. Sampel dihitung menggunakan rumus *lemeshow* dengan minimal sampel 96 sampel dan digunakan sebanyak 200 sampel. Analisis data menggunakan SMARTPLS. Hasil penelitian memperlihatkan bahwa kualitas layanan berpengaruh positif terhadap kepuasan konsumen. Kualitas produk berpengaruh positif terhadap kepuasan konsumen. Harga berpengaruh positif terhadap kepuasan konsumen.

Referensi : 89 (1984-2020)

Kata Kunci : Kualitas Layanan, Kualitas Produk, Harga, Kepuasan Konsumen

ABSTRAK

Salshabila Rahmania (01616190018)

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND PRICE ON CONSUMER SATISFACTION IN STARBUCKS JAKARTA

(xiv + 86 pages; 5 images; 29 tables; 4 attachments)

The research aims to examine the positive effect of service quality, product quality, and price on consumer satisfaction. The survey method was carried out using a questionnaire. The population target on this research are Starbucks consumers who have purchased beverage products at least once. Sample were calculated using lemeshow formula, and the result of minimum sample are 96, but the sample were used in this research are 200. Data was analyzed using SMARTPLS. The result showed that service quality had positive effect on consumer satisfaction. Product quality had positive effect on consumer satisfaction. Price had positive effect on consumer satisfaction.

Reference : 89 (1984-2020)

Key Words : *Service Quality, Product Quality, Price, Consumer Satisfaction*