

## **ABSTRACT**

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### **THE INFLUENCE OF PRICE AND PRODUCT QUALITY TOWARDS CUSTOMER SATISFACTION AT TRIBECA CONDOMINIUM PODOMORO CITY DELI MEDAN**

(xvi+79 pages; 7 figures; 25 tables; 4 appendixes)

Tribeca Condominium Podomoro City Deli Medan is a well-known condominium in Medan. It is built by the developer Agung Podomoro Land. PT.Inner City Management as the responsible building management for Tribeca Condominium Podomoro City Deli Medan has responsibilities including: building management, including the handover process, building maintenance, etc. The phenomenon that occurs in the condominium is a decrease in customer satisfaction which is caused by the frequent product defect and expensive price.

The partial hypothesis showed that partially either price and product quality has significant influence toward customer satisfaction at Tribeca Condominium Podomoro City Deli Medan with  $t_{count} = 2.714$  and  $t_{count} = 9.136$  and significance level of 0.008 and 0.000. The simultaneous hypothesis showed that simultaneously both variables price and product quality have significant influence toward customer satisfaction at Tribeca Condominium Podomoro City Deli Medan with  $F_{count} = 55.197$  and significance of 0.000.

**Keywords : Price, Product Quality, Customer Satisfaction.**

References: 47 (2017-2021)

## **ABSTRAK**

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### ***PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP KEPUASAN PELANGGAN PADA TRIBECA CONDOMINIUM PODOMORO CITY DELI MEDAN***

*(xvi+79 halaman; 7 gambar; 25 tabel; 4 lampiran)*

*Tribeca Condominium Podomoro City Medan adalah condominium terkenal di Medan. Condominium ini dibangun oleh developer Agung Podomoro Land. PT.Inner City Management bertanggungjawab dalam manajemen Gedung Tribeca Condominium Podomoro City Medan yaitu dalam hal yang berkaitan dengan proses serah terima, pemeliharaan gedung, dan lainnya. Fenomena yang terjadi adalah terjadinya penurunan kepuasan pelanggan yang disebabkan karena seringnya terjadi kerusakan/ cacat pada produk dan harga yang mahal.*

*Hasil uji hipotesis parsial menyebutkan bahwa secara parsial masing-masing harga dan kualitas produk mempunyai pengaruh terhadap kepuasan pelanggan pada Tribeca Condominium Podomoro City Deli Medan dengan  $t_{hitung} = 2.714$  and  $t_{hitung} = 9.136$  dan signifikansi 0.008 dan 0.000. Hasil uji hipotesis simultan menyebutkan bahwa secara simultan kedua variabel harga dan kualitas produk berpengaruh terhadap kepuasan pelanggan pada Tribeca Condominium Podomoro City Deli Medan dengan  $F_{hitung} = 55.197$  dan signifikansi 0.000.*

***Kata Kunci: Harga, Kualitas Produk, Kepuasan Pelanggan.***

***Referensi: 47 (2017-2021)***