

ABSTRAK

Kepuasan pelanggan merupakan kunci pencapaian kesetiaan pelanggan. Karena kepuasan pelanggan adalah tingkat perasaan seseorang setelah membandingkan kinerja (atau hasil) yang ia rasakan dibandingkan dengan harapannya. Dalam rangka mewujudkan pelanggan tersebut diperlukan adanya kualitas produk, kualitas layanan, harga dan citra merek yang baik. Dalam uraian diatas, maka judul dalam penelitian ini adalah PENGARUH KUALITAS PRODUK DAN KUALITAS LAYANAN DAN HARGA SERTA CITRA MEREK TERHADAP KEPUASAN PELANGGAN DI MC.DONALD'S PANDANARAN SEMARANG.

Tujuan penelitian ini untuk mendeskripsikan pengaruh kualitas produk dan kualitas layanan dan harga serta citra merek terhadap kepuasan pelanggan. Penelitian ini menggunakan sampel pelanggan McDonald's di Semarang dengan sebanyak 100 responden. Teknik pengambilan sampel dengan metode *purposive sampling*. Metode analisis data yang digunakan adalah regresi linier berganda.

Hasil dari penelitian ini menunjukkan bahwa variabel kualitas produk dan kualitas layanan tidak berpengaruh terhadap kepuasan pelanggan. Sedangkan harga dan citra merek berpengaruh terhadap kepuasan pelanggan.

Kata kunci : Pengaruh Kualitas Produk, Kualitas Layanan, Harga, Citra Merek,
dan Kepuasan Pelanggan.

ABSTRACT

Customer satisfaction is the key to achieving customer loyalty. Because customer satisfaction is the level of one's feelings after comparing performance (or results) whom he felt compared to the expectation. In order to realize the necessary existence of a customers product quality, service quality, price and a good brand image. In the explanation above, hence the title of this research is to Influence the Quality Of Product And Service Quality And Prices As Well As Brand Image Towards Customers ' Satisfaction In The Mc.Donald's Pandanaran Semarang. The purpose of this research was to describe the influence of the quality of product and service quality and prices as well as brand image towards customer satisfaction. This research using a sample of customers of McDonald's at Semarang with as many as 100 respondents. The technique of sampling with a purposive sampling method. Methods of data analysis used was multiple linear regression.

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The results of this study indicate that the variable quality of product and service quality have no effect on customer satisfaction. While the price affect the brand image and customer satisfaction.

Keywords : influence of product quality, service quality, price, brand image, and customer satisfaction.