

ABSTRACT

ALFREDO ARDIANTO ROSALDI / 200861201064/ FACULTY OF ECONOMICS / MARKETING MANAGEMENT / THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON CONSUMER SATISFACTION AT WARUNG MAKAN MAS AL / 1ST ADVISOR. PUPU SOPINI SE., MM., 2ND DENNY ASMAS S.E., M.SI.

Customer satisfaction with a product cannot be separated from the type of product quality provided by the company itself and the price in accordance with the quality of the product itself. Product quality is one of the factors that influences purchase satisfaction. Product quality is an important thing that every company must strive for if it wants its products to be able to compete in the market to satisfy consumer needs and desires. To market a good or service, every company must be able to set the price correctly.

To answer the research objectives, the author uses theoretical studies related to research variables, namely product quality, price and satisfaction. Apart from that, the author also looked for relevant previous research in the form of previous journals/articles and theses to support this research. This research used 100 respondents with analysis techniques using multiple linear regression and hypothesis testing using the f test and t test.

The type of data used in this research is quantitative descriptive. Regression aims to test the relationship between the influence of one variable on other variables. The variable that is influenced is called the dependent variable, while the variable that influences is called the independent variable.

From the results of data processing, the regression equation $Y = 4.976 + 0.134 + 0.167 + e$. Meanwhile, from the hypothesis testing carried out, the results showed that product quality and price had a positive and significant effect on satisfaction simultaneously and partially.

The results of the research, data analysis and discussion in this research can be concluded that the Mas AL food stall provides good quality products and prices to consumers, and consumers also feel very satisfied with the product quality and prices provided. Apart from that, there is a positive and significant influence between service quality on consumer satisfaction of 55.60% and the remaining 44.40% is influenced by other variables outside the research model.

Keywords: Product Quality, Price, Consumer Satisfaction