

PENGESAHAN
PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP
KEPUASAN PELANGGAN MARTABAK ALIM
DI JAKARTA UTARA

Oleh :

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Jakarta, 6 September 2019

Disetujui Oleh :

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ABSTRACT

Jovandio Andris Kusumah / 2019 / Influence of Product Quality and Price on Customer Satisfaction of Martabak Alim in North Jakarta / Advisor: Ir. Tumpal J.R. Sitinjak, M.M.

Martabak is a traditional Indonesian food which until now has not lost its interest. Martabak is perfect dishes for a snack or dessert. So many culinary delights in the city of Jakarta, which are always the primadonna of culinary connoisseurs of the night, one of which is martabak. The purpose of this study is to find out how the impact of product quality and price on customer satisfaction of martabak alim Tanjung Priok, North Jakarta.

The theory used is the theory of Kotler and Armstrong which explains the definition of product quality and theories belonging to Kotler and Armstrong, and Kotler and Keller explains the definition of price. While the theory of customer satisfaction is explained using the theories of Schifman and Winselbit and the theories of Kotler and Keller. The hypothesis that emerges from this framework is that the quality of products and prices each have a positive effect on customer satisfaction.

The object of this research is Martabak Alim Tanjung Priok North Jakarta. Non-probability sampling technique by using judgement sampling, with a sample size of 110. Data analysis techniques used validity and reliability, descriptive analysis, and multiple regression analysis. Data is processed using SPSS 20.

The result of analysis shows that price and product quality has a positive effect on customer satisfaction. Thus it can be stated that the better the quality of the product the more customer satisfaction increases, and the more appropriate the price is set, the more customer satisfaction will increase.

The conclusion of this study is that the product quality and price variables are proven to have a significant positive effect on customer satisfaction on Alim Martabak. With price variables that have a greater influence than product quality. According to the results of the study, the company should maintain the quality of existing products, and also conduct a good analysis if you want to make changes or price adjustments.

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SURAT PERNYATAAN

Saya yang bertandatangan di bawah ini;

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Bahasa Indonesia :

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Bahasa Inggris :

Influence of Product Quality and Price on Customer Satisfaction of Mortabak Alim
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*Menyatakan dengan sebenarnya bahwa data di atas sudah sesuai dan akan digunakan untuk pencetakan
Ijazah dan Transkrip Akademik, apabila dikemudian hari ada perbedaan data adalah diluar tanggung
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Jakarta, 8 September 2019

Yang membuat pernyataan



Jovandio
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