

PENGARUH HARGA, KUALITAS PELAYANAN DAN LOKASI TERHADAP KEPUASAN KONSUMEN (Studi Pada Pom Mini di Kecamatan Plumpang)

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ABSTRAK

Metode pengambilan sampel yang digunakan adalah acidental sampling. Sampel dalam penelitian ini adalah 100 orang konsumen dari bbm pom mini dan kemudian dilakukan penelitian data secara kuantitatif. Penelitian kuantitatif meliputi: uji validitas dan reabilitas, analisis regresi berganda, pengujian hipotesis melalui uji t dan uji f serta analisis koefisiensi determinasi (R^2). Dimana variabel kepuasan konsumen (Y), variabel Harga (X1), variabel Kualitas Pelayanan (X2) dan variabel Lokasi (X3), pengujian hipotesis menggunakan uji t menunjukkan bahwa dua variabel independen harga dan lokasi berpengaruh negatif dan kualitas pelayanan berpengaruh positif secara parsial terhadap variabel dependen kepuasan konsumen. Kemudian melalui uji f dapat diketahui bahwa ketiga variabel independen yang diteliti secara simultan berpengaruh terhadap variabel dependen keputusan konsumen. Angka *adjusted R square* sebesar 0,223 menunjukkan 22,3% variabel kepuasabn konsumen dapat dijelaskan oleh ketiga variabel independen dalam persamaan regresi.

Kata kunci : Harga, Kualitas Pelayanan, Lokasi, dan Kepuasan Konsumen.

ABSTRACT

This research is influential to find out how much influence prices, service quality and location have on customer satisfaction. The sampling method used is incidental sampling. The sample in this study was 100 consumers from mini fuel stations and then conducted quantitative data research. Quantitative research includes: validity and reliability test, multiple regression analysis, hypothesis testing through t test and f test and analysis of determination coefficient (R^2). Where the variable of customer satisfaction (Y), Price variable (X1), Service Quality variable (X2) and Location variable (X3), hypothesis testing using t test shows that two independent variables of price and location have a negative effect and service quality has a partial positive effect on dependent variable customer satisfaction. Then through the f test it can be seen that the three independent variables examined simultaneously influence the dependent variable of consumer decisions. The adjusted R square number of 0.223 shows that 22.3% of consumer satisfaction variables can be explained by the three independent variables in the regression equation.

Keywords: Price, Service Quality, Location, and Customer Satisfacti