

**PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP
TINGKAT KEPUASAN KONSUMEN
DI ACONK CAFE**

Nikmatul Khoiriyah, Endah Yuliani¹, Ali Muhajir²

Program Studi Manajemen, Fakultas Ekonomi,
Universitas Islam Darul ‘Ulum Lamongan
Email : nikmatulkhoiriyah455@gmail.com

ABSTRAK

Tujuan penelitian ini yaitu untuk mengetahui: 1. Bagaimana pengaruh kualitas pelayanan terhadap kepuasan konsumen di Aconk Cafe 2. Bagaimana pengaruh harga terhadap kepuasan konsumen di Aconk Cafe 3. Diantara faktor kualitas pelayanan dan harga, manakah yang paling dominan berpengaruh terhadap tingkat kepuasan konsumen di Aconk Cafe. Metode penelitian yang digunakan adalah metode kuantitatif. Teknik pengambilan sampel menggunakan *random sampling* diperoleh sampel sebanyak 75 orang. Pengumpulan data dilakukan melalui kusioner yang telah di uji validitas dan reliabilitasnya. Metode analisis yang digunakan yaitu regresi linier berganda. Hasil penelitian ini menunjukkan variabel kualitas pelayanan nilai t_{hitung} 2,841 > t_{tabel} 1,994 berpengaruh positif dan signifikan terhadap kepuasan Konsumen di Aconk Cafe sedangkan variabel harga nilai t_{hitung} 1,543 < t_{tabel} 1,994 tidak berpengaruh terhadap kepuasan Konsumen di Aconk Cafe. Kualitas pelayanan lebih dominan berpengaruh terhadap kepuasan konsumen dari pada harga.

Kata kunci: kualitas pelayanan, harga, kepuasan Konsumen

ABSTRACT

The purpose of this study is to find out: 1. How is the influence of service quality on customer satisfaction at Aconk Cafe 2. How is the effect of prices on customer satisfaction at Aconk Cafe 3. Among the factors of service quality and price, which is the most dominant influence on the level of customer satisfaction in Aconk Café. The research method used is a quantitative method. The sampling technique using random sampling obtained a sample of 75 people. Data collection is done through questionnaires that have been tested for validity and reliability. The analytical method used is multiple linear regression. The results of this study indicate that the service quality variable t count 2.841 > t table 1.994 has a positive and significant effect on Consumer satisfaction at Aconk Cafe while the price variable value t count 1.543 < t table 1.994 does not affect Consumer satisfaction at the Aconk Cafe. Quality of service is more dominant influence on customer satisfaction than price.

Keywords: service quality, price, customer satisfaction