

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND PRICE PERCEPTION ON THE SATISFACTION OF MOO FRESH MILK CONSUMERS IN BANDAR LAMPUNG CITY

By

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This study aims to determine purchasing patterns, satisfaction levels, influence of service quality, product quality, and price perceptions of the satisfaction of Moo fresh milk consumers. The research was conducted by survey method at Chandra Department Store, Tanjung Karang. The research samples were recruited by accidental sampling. There were 50 households of Moo fresh milk consumers, in which respondents of this study were housewives. Data collecting was conducted in May-June 2018 and was analyzed by descriptive analysis, Customer Satisfaction Index Analysis (CSI), and verification analysis. The results of this study indicated that the type of purchase of Moo fresh milk was the most 1 liter. The volume of purchases of Moo fresh milk was mostly 1-3 liters per month with a frequency of purchases was 1-2 times per month. The score of Moo fresh milk consumer satisfaction was 80.43 percent, it meant that consumers were satisfied. Service quality and product quality had significant effects; unlike price perception had no significant effect on consumers satisfaction of fresh milk Moo.

Key words: fresh milk, satisfaction, service quality

ABSTRAK

PENGARUH KUALITAS PELAYANAN, KUALITAS PRODUK DAN PERSEPSI HARGA TERHADAP KEPUASAN KONSUMEN SUSU SEGAR MOO DI KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui pola pembelian, tingkat kepuasan, pengaruh kualitas layanan, kualitas produk, dan persepsi harga terhadap kepuasan konsumen Susu Segar Moo. Penelitian ini menggunakan metode survei di Chandra *Department Store*, Tanjung Karang. Teknik sampling yang digunakan adalah *accidental sampling*. Sampel penelitian berjumlah 50 rumah tangga konsumen Susu Segar Moo. Responden penelitian ini adalah ibu rumah tangga. Pengumpulan data dilakukan pada Mei-Juni 2018. Metode analisis data yang digunakan adalah analisis deskriptif, analisis Indeks Kepuasan Pelanggan (CSI), dan analisis verifikatif. Hasil penelitian ini menunjukkan bahwa jenis Susu Segar Moo yang paling banyak dibeli berukuran 1 liter. Volume pembelian Susu Segar Moo paling banyak 1-3 liter per bulan dengan frekuensi pembelian 1-2 kali per bulan. Nilai kepuasan konsumen susu segar Moo adalah 80,43 persen, yang berarti konsumen merasa puas. Kualitas pelayanan dan kualitas produk berpengaruh terhadap kepuasan pelanggan, sedangkan persepsi harga tidak berpengaruh terhadap kepuasan konsumen Susu Segar Moo.

Kata kunci : kepuasan, kualitas pelayanan, susu segar