

## **ABSTRAK**

# **PENGARUH PERSEPSI KONSUMEN MENGENAI HARGA, KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN MELALUI KEPUASAN KONSUMEN TOKO MAKMUR MEUBEL**

**Oleh**

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Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian melalui kepuasan konsumen toko makmur meubel. Metode dalam penelitian ini menggunakan *deskriptif verifikatif* dengan pendekatan *ex post facto* dan *survey*. Populasi dalam penelitian ini adalah pelanggan toko makmur meubel dengan jumlah 120 orang. Jumlah sampel pada penelitian ini berjumlah 54 orang konsumen dengan teknik pengambilan sampel *nonprobability sampling* dengan menggunakan *metode aksidental*. Pengumpulan data menggunakan angket/kuesioner. Analisis data menggunakan *Path Analysis* dan diolah dengan program SPSS. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian melalui kepuasan konsumen toko makmur meubel dengan kadar determinasi sebesar 0,839 atau 83,9% keputusan pembelian dipengaruhi oleh harga, kualitas produk, dan kualitas pelayanan, sisanya yaitu sebesar 16,1% dipengaruhi oleh faktor lain.

**Kata kunci :** Harga, Kualitas produk, kualitas pelayanan, keputusan pembelian, kepuasan konsumen

## **ABSTRACT**

# **THE INFLUENCE OF CONSUMER PERCEPTION ON PRICE, PRODUCT QUALITY, AND SERVICE QUALITY ON THE PURCHASE DECISION THROUGH CONSUMER SATISFACTION AT MAKMUR MEUBEL STORE**

**By**

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The research aims to find out the influence of consumer perception on price, product quality, and service quality on the purchase decision through consumer satisfaction at Makmur Meubel store. The method in the research used a verificative description with an ex post facto and survey approach. The population was the consumers that had purchased in the store with the number of 120 consumers. The sampling technique was non-probability sampling with type of an accidental sampling and taken 54 consumers as the samples. The data collection used path analysis and processed through SPSS program. The research results showed that there was influence of consumer perception on price, product quality, and service quality on the purchase decision through consumer satisfaction at Makmur Meubel store with the determinant rate of 0,839 or 83,9 percent the purchase decision was influenced by consumer perception on price, product quality, and service quality. Meanwhile, the rest of 16,1 percent was influenced by other factors that were not examined in the research.

**Key words:** consumer satisfaction, price, product quality, purchase decision, service quality