

ABSTRAK

PENGARUH PERSPEKTIF KUALITAS PRODUK, HARGA, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN BAKSO SONHAJI SONY CABANG UNIVERSITAS LAMPUNG DIMASA PANDEMIK COVID-19

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Penelitian ini bertujuan untuk mengetahui pengaruh perspektif kualitas produk, harga, dan kualitas pelayanan terhadap kepuasan pelanggan bakso Son Haji Sony cabang Universitas Lampung di masa pandemik *covid-19*. Penelitian menggunakan metode deskriptif verifikatif dengan pendekatan *ex post facto* dan *survey*. Populasi yang terlibat yaitu sebanyak 300 pelanggan harian dengan jumlah sampel sebanyak 75 yang diperoleh dengan menggunakan teknik sampling *non-probability sampling* jenis *accidental sampling*. Analisis hipotesis menggunakan regresi linier sederhana (parsial) dan regresi linier berganda (simultan). Hasil penelitian menunjukkan adanya pengaruh secara simultan perspektif kualitas produk, harga, dan kualitas pelayanan terhadap kepuasan pelanggan bakso Son Haji Sony cabang Universitas Lampung di masa pandemik *covid-19* dengan tingkat determinasi sebesar 0,512 atau setara 51,2 persen kepuasan pelanggan bakso Son Haji Sony dipengaruhi oleh faktor perspektif kualitas produk, harga, dan kualitas pelayanan, dan sisanya sebesar 48,8 persen dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *covid-19*, harga, kepuasan pelanggan, kualitas pelayanan, kualitas produk

ABSTRACT

THE INFLUENCE OF PERSPECTIVES OF PRODUCT QUALITY, PRICE, AND SERVICE QUALITY ON THE SON HAJI SONY MEATBALL CUSTOMERS' SATISFACTION IN THE UNIVERSITY OF LAMPUNG BRANCH DURING THE COVID-19 PANDEMIC

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The research aims to determine the influence of perspectives of product quality, price, and service quality on the Son Haji Sony meatball customers' satisfaction in the University of Lampung branch during the covid-19 pandemic. The research method used descriptive verification with an ex post facto and survey approaches. The population contained of 300 customers of Son Haji Sony meatball with 75 samples that were taken by using non-probability sampling technique with the accidental sampling. The hypotheses were analyzed both partially and simultaneously through simple linier regression and multiple linier regression. The results showed that there was simultaneous influence of perspectives of product quality, price, and service quality on the Son Haji Sony meatball customers' satisfaction in the University of Lampung branch during the covid-19 pandemic with determinant rate of 0,512 or equaled to 51,2 percent the customers' satisfaction was influenced by perspectives of product quality, price, and service quality. In other hand, the rest of 48,8 percent was influenced by other factors which were not tested in the research.

Key words: covid-19, *customer satisfaction, price, product quality, service quality*