

## **ABSTRAK**

# **PENGARUH INOVASI PRODUK, HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN SEPEDA MOTOR HONDA**

**(SURVEI PADA PELANGGAN PT. TUNAS DWIPA MATRA NATAR)**

**Oleh**

**Dwi Safitri**

Penelitian ini bertujuan untuk mengathui besarnya pengaruh inovasi produk, harga dan kualitas pelayanan terhadap kepuasan pelanggan sepeda motor Honda. Jenis penelitian ini adalah adalah *explanatory research* dengan menggunakan pendekatan kuantitatif. Populasi dari penelitian ini merupakan pelanggan PT. Tunas Dwipa Matra Natar di lampung selatan. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *sampling purposive* dengan sampel penelitian sebanyak 100 pelanggan. Teknik pengumpulan data menggunakan kuesioner dan observasi dan dilakukan bulan November 2021. Analisis data penelitian ini menggunakan analisis regresi linear berganda dengan menggunakan aplikasi SPPSS 25. Berdasarkan hasil penelitian dan analisis data, inovasi produk berpengaruh signifikan terhadap kepuasan pelanggan, harga berpengaruh signifikan terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan. Selanjutnya, Secara simultan inovasi produk, harga, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan di PT. Tunas Dwipa Matra Natar.

**Kata Kunci:** Inovasi Produk, Harga, Kualitas Pelayanan, Kepuasan Pelanggan.

## **ABSTRACT**

### ***INFLUENCE OF PRODUCT INNOVATION, PRICE AND QUALITY OF SERVICE ON CUSTOMER SATISFACTION TOWARDS HONDA MOTORCYCLE***

***(SURVEY ON PT. TUNAS DWIPA MATRA NATAR CUSTOMERS)***

***By***

***Dwi Safitri***

*The purpose of this study was to ascertain the extent to which product innovation, price, and service quality affect customer satisfaction towards Honda motorcycles. This study was descriptive in nature and employed a quantitative approach. Customers of PT. Tunas Dwipa Matra Natar in South Lampung comprised the population of this study. This study employed a purposive sampling technique with a research sample of 100 customers. In November 2021, data collection was conducted using questionnaires and observations. Multiple linear regression analysis was used to analyze the data in this study, which was conducted using the SPSS 25 application. According to the research and data analysis findings, product innovation has a significant impact on customer satisfaction, price has a significant impact on customer satisfaction, and service quality has a significant impact on customer satisfaction. Additionally, at PT. Tunas Dwipa Matra Natar, product innovation, price, and service quality all have a positive and significant impact on customer satisfaction.*

***Keywords:*** *Product Innovation, Price, Service Quality, Customer Satisfaction.*