

ABSTRAK

Nama : Sumarni

Program Studi : Manajemen

Judul : Pengaruh Kualitas Pelayanan, Harga, Dan Cita Rasa Terhadap Kepuasan Konsumen Pada Ghathaf Coffee Premium, Pante Kec. Syamtalira Aron Kab. Aceh Utara

Penelitian ini bertujuan untuk mengetahui bagaimana Pengaruh Kualitas Pelayanan, Harga, Dan Cita Rasa Terhadap Kepuasan Konsumen Pada Ghathaf Coffee Premium, Pante Kec. Syamtalira Aron Kab. Aceh Utara secara parsial. Penelitian ini menggunakan data primer yang diperoleh melalui penyebaran kuesioner kepada 126 responden. Instrumen kuesioner diuji melalui uji validitas dan uji reliabilitas dengan pendekatan *Cronbach's Alpha*. Untuk menguji kelayakan model regresi, dilakukan serangkaian uji asumsi klasik yang meliputi uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas. Pengujian hipotesis dilakukan menggunakan uji t (parsial) serta analisis koefisien determinasi (R^2). Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan bantuan perangkat lunak SPSS versi 23. Hasil penelitian menunjukkan bahwa variabel Kualitas Pelayanan memiliki nilai signifikansi sebesar 0,005 dan nilai t_{hitung} sebesar $2,844 > t_{tabel}$ yaitu 1,657, yang berarti berpengaruh positif dan signifikan terhadap Kepuasan Konsumen. Dengan demikian, hipotesis pertama diterima. Sementara itu, variabel Harga memiliki nilai signifikansi 0,027 dan t_{hitung} $2,243 > t_{tabel}$, berarti berpengaruh positif dan signifikan terhadap Kepuasan Konsumen, sehingga hipotesis kedua diterima. Selanjutnya, variabel Cita Rasa menunjukkan nilai signifikansi 0,009 dan t_{hitung} $2,672 > t_{tabel}$ yang artinya berpengaruh positif dan signifikan terhadap Kepuasan Konsumen, sehingga hipotesis ketiga diterima. Dengan demikian, dapat disimpulkan bahwa secara parsial pengaruh kualitas pelayanan, harga, dan cita rasa terhadap kepuasan Konsumen berpengaruh positif dan signifikan.

Kata Kunci : Kualitas Pelayanan, Harga, Cita Rasa, Kepuasan Konsumen

ABSTRAK

Name : Sumarni

Study Program : Management

Title : *The Influence of Service Quality, Price, and Taste on Consumer Satisfaction at Ghathaf Coffee Premium, Pante, Syamtalira Aron District, North Aceh Regency*

This study aims to determine the effect of service quality, price, and taste on customer satisfaction at Ghathaf Coffee Premium, Pante, Syamtalira Aron District, North Aceh Regency partially. This study uses primary data obtained through questionnaires distributed to 126 respondents. The questionnaire instrument was tested through validity and reliability tests with the Cronbach's Alpha approach. To test the feasibility of the regression model, a series of classical assumption tests were carried out including normality tests, multicollinearity tests, and heteroscedasticity tests. Hypothesis testing was carried out using t-tests (partial) and coefficient of determination (R^2) analysis. The data analysis technique used in this study was multiple linear regression analysis with the help of SPSS version 23 software. The results of the study indicate that the Service Quality variable has a significance value of 0.005 and a t-count of 2.844 > t-table, which is 1.657, which means it has a positive and significant effect on Consumer Satisfaction. Thus, the first hypothesis is accepted. Meanwhile, the Price variable has a significance value of 0.027 and a t-count of 2.243 > t-table, meaning it has a positive and significant effect on Consumer Satisfaction, so the second hypothesis is accepted. Furthermore, the Taste variable shows a significance value of 0.009 and a t-count of 2.672 > t-table, which means it has a positive and significant effect on Consumer Satisfaction, so the third hypothesis is accepted. Thus, it can be concluded that partially the influence of service quality, price, and taste on Consumer satisfaction has a positive and significant effect.

Keywords: *Service Quality, Price, Taste, Consumer Satisfaction*