

ABSTRAK

Nama : Alisa
Program Studi : Manajemen
Judul : Pengaruh Kualitas Produk,Harga,Lokasi dan Promosi Terhadap
Kepuasan Pelanggan Pada Roti CV.Family Bakery Awak Away

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk, harga, Lokasi dan Promosi terhadap kepuasan Pelanggan pada Roti CV. Family Bakery Awak Away. Variabel independen dalam penelitian ini adalah kualitas produk, harga, Lokasi dan promosi sedangkan variabel dependennya adalah Kepuasan pelanggan. Jenis penelitian ini menggunakan metode kuantitatif, pengumpulan data menggunakan kuesioner yang berisi pernyataan dalam bentuk kertas dan diberikan kepada konsumen Roti CV.Family Bakery Awak Away dengan total 96 responden. Analisis data yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, hipotesis penelitian, dan uji t. Program yang digunakan dalam menganalisis data adalah Statistical Package for Social Sciences (SPSS). Berdasarkan hasil penelitian menunjukkan bahwa promosi tidak berpengaruh signifikan, sedangkan kualitas produk, harga, lokasi terbukti berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata kunci : Kualitas Produk,Harga,Lokasi ,Promosi,Kepuasan Pelanggan

ABSTRACT

Name : Alisa
Study Program : Management
Title : The Effect of Product Quality, Price, Location, and Promotion on Customer Satisfaction at CV. Family Bakery Awak Away

This study aims to determine the effect of product quality, price, location, and promotion on customer satisfaction at CV. Family Bakery Awak Away. The independent variables in this study are product quality, price, location, and promotion, while the dependent variable is customer satisfaction. This study uses a quantitative method, with data collected using a paper-based questionnaire distributed to 96 respondents who are customers of CV. Family Bakery Awak Away. The data analysis used was validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, research hypothesis, and t-test. The program used to analyze the data was Statistical Package for Social Sciences (SPSS). Based on the results of the study, it was found that promotion did not have a significant effect, while product quality, price, and location were proven to have a positive and significant effect on customer satisfaction.

Keywords: *Product Quality, Price, Location, Promotion, Customer Satisfaction*