ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Pelayanan, Persepsi Harga, dan Lokasi terhadap Kepuasan Pelanggan pada Café Anyaman Beach di Aceh Utara secara parsial dan simultan. Data yang digunakan dalam penelitian ini merupakan data primer yang diperoleh melalui penyebaran kuesioner kepada 145 responden dengan teknik purposive sampling. Uji instrumen penelitian terdiri atas uji validitas dan uji reliabilitas menggunakan metode Cronbach's Alpha. Uji asumsi klasik meliputi uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas. Pengujian hipotesis menggunakan uji t (parsial), uji F (simultan), dan koefisien determinasi (R^2). Teknik analisis data yang digunakan adalah regresi linear berganda dengan menggunakan bantuan perangkat lunak IBM SPSS Statistics versi 26. Hasil penelitian menunjukkan bahwa variabel Kualitas Pelayanan memiliki nilai signifikansi 0,000 dan nilai t hitung 4,523 > t tabel 1,977, sehingga berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Variabel Persepsi Harga memiliki nilai signifikansi 0,001 dan t hitung 3,557 > t tabel 1,977, sehingga berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Sementara itu, variabel Lokasi memiliki nilai signifikansi 0,027 dan t hitung -2,240, yang menunjukkan bahwa Lokasi berpengaruh negatif dan signifikan terhadap Kepuasan Pelanggan. Secara simultan, Kualitas Pelayanan, Persepsi Harga, dan Lokasi berpengaruh signifikan terhadap Kepuasan Pelanggan. Nilai koefisien determinasi (Adjusted R^2) sebesar 35,6%, yang berarti Kepuasan Pelanggan dapat dijelaskan oleh ketiga variabel tersebut sebesar 35,6%, sedangkan sisanya 64,4% dipengaruhi oleh variabel lain di luar penelitian.

Kata Kunci: Kualitas Pelayanan, Persepsi Harga, Lokasi, Kepuasan Pelanggan.

ABSTRACT

This study aims to examine the influence of Service Quality, Price Perception, and Location on Customer Satisfaction at Anyaman Beach Café in North Aceh, both partially and simultaneously. The data used in this study were primary data collected through questionnaires distributed to 145 respondents selected using a purposive sampling technique. The research instruments were tested using validity and reliability tests with Cronbach's Alpha. The classical assumption tests included normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was conducted using the t-test (partial), F-test (simultaneous), and the coefficient of determination (R^2). The data were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics version 26. The results indicate that the Service Quality variable has a significance value of 0.000 and a t-value of 4.523, which is greater than the t-table value of 1.977, indicating a positive and significant effect on Customer Satisfaction. The Price Perception variable has a significance value of 0.001 and a t-value of 3.557, which is also greater than the t-table value of 1.977, indicating a positive and significant effect on Customer Satisfaction. Meanwhile, the Location variable has a significance value of 0.027 and a t-value of −2.240, indicating a negative and significant effect on Customer Satisfaction. Simultaneously, Service Quality, Price Perception, and Location have a significant effect on Customer Satisfaction. The coefficient of determination (Adjusted R^2) is 35.6%, indicating that Customer Satisfaction can be explained by these three independent variables by 35.6%, while the remaining 64.4% is influenced by other variables not examined in this study.

Keywords: *Service Quality, Price Perception, Location, Customer Satisfaction.*