

## ABSTRAK

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Program Studi : Manajemen  
Judul Skripsi : Pengaruh Service Quality, Product Quality, Dan Price Compatibility Terhadap Kepuasan Pelanggan Di Café W.H Kec. Kisaran Timur Kabupaten Asahan Sumatra Utara.

Penelitian ini bertujuan untuk menganalisis Pengaruh *service quality*, *product quality* dan *Price Compatibility* terhadap Kepuasan Pelanggan di Café W.H Kota Kisaran Kab. Asahan Sumatra Utara. Jenis penelitian yang digunakan adalah kuantitatif dengan teknik purposive sampling, melibatkan 100 responden yang diperoleh melalui kuesioner. Data primer dikumpulkan melalui kuesioner, sementara data sekunder berasal dari jurnal dan media internet. Teknik analisis yang digunakan mencakup analisis deskriptif, regresi linier berganda, uji asumsi klasik, uji validitas dan reliabilitas. Pengujian hipotesis serta koefisien determinasi dilakukan dengan menggunakan program SPSS versi 26.0. Hasil penelitian menunjukkan bahwa secara parsial, *service quality* tidak berpengaruh terhadap kepuasan pelanggan Café W.H di Kota Kisaran, *product quality* berpengaruh signifikan terhadap kepuasan pelanggan Café W.H Kota Kisaran, *price compatibility* tidak berpengaruh terhadap kepuasan pelanggan pada di Café W.H Kota Kisaran. Secara simultan variabel *service quality*, *product quality*, dan *price compatibility* secara bersama-sama berpengaruh signifikan terhadap terhadap kepuasan pelanggan pada di Café W.H Kota Kisaran. Nilai Adjusted R Square sebesar 0,544 menunjukkan bahwa 55,4% variasi kepuasan pelanggan dapat dijelaskan oleh variabel bebas yang diteliti, sementara sisanya 45,6% dijelaskan oleh variabel lain yang tidak termasuk dalam penelitian ini.

Kata kunci: *service quality*, *product quality*, dan *price compatibility*, kepuasan pelanggan

## ABSTRACT

*Name : Keysha Alia Salsabila Pasaribu*  
*Study Program : Management*  
*Title : The Influence of Service Quality, Product Quality, and Price Compatibility on Customer Satisfaction at W.H Café, Kisaran Timur Subdistrict, Asahan Regency, North Sumatra.*

*This study analyzes the influence of service quality, product quality and price compatibility on customer satisfaction at Café W.H, Kisaran City, Asahan Regency, North Sumatra. This quantitative study uses a purposive sampling technique to collect the data from 100 respondents through questionnaires, while secondary data are from journals and internet media. The analysis techniques used are descriptive analysis, multiple linear regression, classical assumption test, validity and reliability test. Hypothesis testing and determination coefficient are conducted using the SPSS version 26.0 program. The results of the study indicate that partially, service quality does not have a significant effect on customer satisfaction at Café W.H in Kisaran City, product quality significantly affected customer satisfaction at Café W.H, Kisaran City, price compatibility does not significantly influence customer satisfaction at Café W.H, Kisaran City. Simultaneously, service quality, product quality, and price compatibility significantly affected customer satisfaction at Café W.H, Kisaran City. The R Square value of 0.544 shows that 54.4% of the variation in customer satisfaction can be explained by the independent variables studied, while the remaining 45.6% is explained by other variables not included in this study.*

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