

ABSTRACT

Research on Analysis of Quality of Service, Price Perception, and Distribution Channels in Customer Satisfaction of PT Madani Karsa Mandiri aims to (1) Analysis the strong influence of Quality of Service to Customer Satisfaction, (2) Analysis the strong influence of Price Perception to Customer Satisfaction, (3) Analysis the strong influence the Distribution Channel to Customer Satisfaction, (4) Analysis the strong influence of service quality, price perception and Distribution Channels to Customer Satisfaction. The population in this research all customers PT Madani Karsa Mandiri in Jabodetabek present amounted to 30 customers, sampling done on saturate. The analytical method used is the method of regression equations. And the results of the analysis showed that the significant effect on the Distribution Channel to Customer Satisfaction, Quality of Service is also quite significant effect to customer satisfaction and price perception enough affect to customer satisfaction. Effect of Distribution Channels to Customer Satisfaction has the most dominant effect compared with the effect of Service Quality and Perceptions of Price against to Customer Satisfaction.

Keywords: Quality of Service, Price Perception, Distribution Channel and Customer Satisfaction



ABSTRAK

Penelitian ini tentang Pengaruh Kualitas Layanan, Persepsi Harga, dan Saluran Distribusi Terhadap Kepuasan Pelanggan Di PT Madani Karsa Mandiri bertujuan untuk (1) Analisis kuat pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan, (2) Analisis kuat pengaruh Persepsi Harga terhadap Kepuasan Pelanggan, (3) Analisis kuat pengaruh Saluran Distribusi terhadap Kepuasan Pelanggan, (4) Analisis kuat pengaruh Kualitas layanan, Persepsi Harga dan Saluran Distribusi terhadap Kepuasan Pelanggan. Populasi dalam penelitian ini seluruh pelanggan PT Madani Karsa Mandiri sejabodetabek berjumlah 30 pelanggan, pengambilan sampel dilakukan secara Sampling Jenuh. Metode analisis yang digunakan adalah metode persamaan regresi. Dan hasil analisis menunjukkan bahwa Saluran Distribusi berpengaruh signifikan terhadap Kepuasan Pelanggan, Kualitas Layanan juga cukup berpengaruh signifikan terhadap Kepuasan Pelanggan dan Persepsi Harga cukup berpengaruh terhadap Kepuasan Pelanggan. Pengaruh Saluran Distribusi terhadap Kepuasan Pelanggan memiliki pengaruh paling dominan dibandingkan dengan pengaruh Kualitas Layanan dan Persepsi Harga terhadap Kepuasan Pelanggan.

Kata Kunci : Kualitas layanan, Persepsi Harga, Saluran Distribusi dan Kepuasan Pelanggan



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