

ABSTRACT

This research was conducted or aimed to see whether quality of product, price and quality of service in together has any impact or influences on customer satisfaction on product of " Pallet Racking " user in PT. Sistim Solusindo International in Jakarta.

Population research were a company who has used a product of "Pallet Racking " by the method of survey through 100 respondents selected a techniques propability samplings, simple random sampling method and this research also used the nature of explanation and Explanatory Research is presented, explaining the nature and circumstances that are happening at the time of the study progresses and search for causes of events. The results of the data processed with SPSS 17.

The results or the effect quality of product, price and quality of service both partial and together have an influence on customer satisfaction.

In order to improve customer satisfaction, companies are advised to enhance product features, review pricing, increased responsiveness and implementing employee complaints and suggestions system or customer satisfaction surveys to obtain customer satisfaction.

Key words: Quality of Product, Price, Quality Service and Customer Satisfaction



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ABSTRAK

Penelitian ini bertujuan ingin melihat apakah kualitas produk, harga dan kualitas pelayanan berpengaruh secara bersama sama terhadap kepuasan pelanggan pengguna “Pallet Racking ” pada PT. Sistim Solusindo Internasional di Jakarta.

Populasi penelitian adalah seluruh perusahaan menggunakan produk “Pallet Racking Systems” dengan metode survey terhadap 100 responden dipilih dengan tehnik propability sample, metode *simple random sampling* dan sifat penelitian *Explanatory Research* yaitu penjelasan dan memaparkan, menjelaskan sifat dan keadaan yang sedang terjadi pada saat penelitian berlangsung dan mencari sebab sebab kejadian. Hasil data diolah dengan SPSS 17.

Hasil penelitian terdapat pengaruh kualitas produk, harga, kualitas pelayanan baik secara partial dan secara bersama sama memiliki pengaruh terhadap kepuasan pelanggan

Untuk dapat meningkatkan kepuasan pelanggan, perusahaan disarankan dapat meningkatkan feature produk, meninjau ulang penerapan harga, meningkatkan responsiveness karyawan dan menerapkan sistem keluhan dan saran atau survey kepuasan pelanggan untuk mendapatkan kepuasan pelanggan

Kata kunci : Kualitas Produk, Harga, Kualitas Pelayanan dan Kepuasan Pelanggan

