

ABSTRACT

This research aims to determined the effect of service quality, quality of the product and price to customer satisfaction. The object of this study is PT. Onna Prima Utama customer in Jakarta. The samples obtained in this research are 125 respondents were distributed to customer at PT.Onna Prima Utama. Sample withdrawal technique by using Convenience Sampling. Analysis of data on research uses the help of Variance Based Structural Equation Modeling where the processing of data using Partial Least Square program (PLS) version 3.0. The results of this study indicate variable service quality, quality of the product, and price have significant and positive impact on PT.Onna Prima Utama customer satisfaction in Jakarta. It is proved by hypothesis testing results.

Keywords: *Service Quality, Quality of the Product, Price, Customer Satisfaction*



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, kualitas produk dan harga terhadap kepuasan konsumen. Objek dalam penelitian ini adalah konsumen PT. Onna Prima Utama di Jakarta. Sample dalam penelitian ini berjumlah 125 responden yang di sebar pada konsumen PT. Onna Prima Utama. Teknik penarikan sampel dengan menggunakan *Convenience Sampling*. Analisis data pada penelitian ini menggunakan bantuan *Variance Based Structural Equation Modeling* dimana pengolahan datanya menggunakan program *Partial Least Square (PLS) Versi 3.0*. Hasil penelitian menunjukan kualitas pelayanan, kualitas produk, dan harga berpengaruh secara signifikan dan positif terhadap kepuasan konsumen PT. Onna Prima Utama di Jakarta. Hal ini dibuktikan dari hasil pengujian hipotesis.

Kata Kunci : Kualitas Pelayanan, Kualitas Produk, Harga, Kepuasan Konsumen

