

ABSTRACT

This study aims to analyze the effect of product quality, perceived price and after sales service on customer satisfaction PT.Charoen Pokphand Indonesia. Both primary and secondary data were employed. Secondary data were gathered from various sources such as journals, books and other publications. Primary data were gathered using questionnaire which was distributed using convenience sampling method to the respondents. Total of 100 respondents were obtained. The methods of analysis used in this study is multiple linear regression. The results showed that product quality, perceived price and after sales service simultaneously had a significant influence on customer satisfaction. Partially product quality, price perception and after sales service had significant influence on customer satisfaction. Perceived price is the biggest significant variable in influencing to customer satisfaction.

Keywords : Product Quality, Perceived Price, After sales Service, Customer Satisfaction.



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, persepsi harga dan layanan purna jual terhadap kepuasan pelanggan PT.Charoen Pokphand Indonesia. Data penelitian didapatkan dari data primer dan data sekunder. Data sekunder diperoleh dari beberapa sumber seperti jurnal, buku dan bentuk publikasi yang lain. Data primer diperoleh dari penyebaran kuisisioner kepada 100 orang customer yang menjadi respondent penelitian. Metode sampling yang digunakan adalah *purposive sampling* sedangkan metode analisis yang digunakan dalam penelitian ini adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa kualitas produk, persepsi harga dan layanan purna jual secara bersama-sama (simultan) berpengaruh signifikan terhadap kepuasan pelanggan. Secara parsial kualitas produk, persepsi harga dan layanan purna jual berpengaruh signifikan terhadap kepuasan pelanggan. Persepsi harga merupakan variabel yang paling besar pengaruhnya terhadap kepuasan pelanggan.

Kata Kunci : Kualitas Produk, Persepsi Harga, Layanan Purna Jual, Kepuasan Pelanggan.



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