

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga, kualitas pelayanan, dan promosi terhadap kepuasan pelanggan Logue Coffee. Objek penelitian ini adalah konsumen yang membeli produk Logue Coffee. Penelitian ini dilakukan terhadap 200 responden dengan menggunakan metode analisis deskriptif. Metode pengumpulan data menggunakan metode survey dengan instrument penelitian adalah kuesioner. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan alat analisis Smart-PLS. Penelitian ini membuktikan bahwa persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan Logue Coffee, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan Logue Coffee, dan promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan Logue Coffee.

Kata Kunci : Persepsi Harga, Kualitas Pelayanan, Promosi, Kepuasan Pelanggan

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ABSTRACT

The objective of this research are to know the effect of perception of price, service quality, and promotion on Logue Coffee's customer satisfaction. The object used of this research are customers who bought Logue Coffee products. This research was conducted on 200 respondents using descriptive analysis method. Method of data collection using survey methods with the research instrument is a questionnaire. The approach used in this research is Structural Equation Model (SEM) with Smart-PLS analysis tool. This research proves that perception of price has positive and significant effect on Logue Coffee's customer satisfaction, service quality has positive and significant effect on Logue Coffee's customer satisfaction, and promotion has positive and significant effect on Logue Coffee's customer satisfaction

Keyword : *Perception of Price, Service Quality, Promotion, Customer Satisfaction*

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