

INTISARI

Tujuan penelitian ini untuk mengetahui pengaruh kualitas produk, persepsi harga, dan kualitas pelayanan terhadap kepuasan pelanggan Larissa *skincare* di Yogyakarta (studi pada mahasiswa universitas muhammadiyah yogyakarta). Metode Penelitian ini yaitu *porpositive sampling*. Penelitian ini menggunakan Analisa Linier Berganda, menggunakan sampel sebanyak 180 responden. Berdasarkan hasil penelitian ini menunjukkan (1) Pengaruh kualitas produk, harga dan kualitas pelayanan berpengaruh secara simultan terhadap kepuasan pelanggan larissa *skincare*, (2) Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan larissa *skincare*, (3) Persepsi Harga berpengaruh positif dan tidak signifikan terhadap kepuasan pelanggan larissa *skincare*, (4) Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan larissa *skincare*.

Kata kunci : Kualitas produk, Persepsi Harga, Kualitas pelayanan, dan Kepuasan pelanggan.

ABSTRACT

The aims of this research is to determine the influence of product quality, price perception and service quality toward customers satisfaction of Larissa skincare in Yogyakarta (research on student of muhammadiyah university of yogyakarta). The type of this research is sampling porpositive. This research is using multiple linear analysis, sampling for 180 respondents. Based on the result of this research showed (1) The influence of product quality, price and service quality has simultaneously effect toward customers satisfaction of larissa skincare, (2) Product quality has positive and significant effect toward customers satisfaction of larissa skincare, (3) Price perception has positive effect but has not showed significant effect toward customers satisfaction of larissa skincare, (4) Service quality has positive and significant effect toward customers satisfaction of larissa skincare.

Key words : Product quality, Price Perception, Service quality and Customers satisfaction