

INTISARI

Tujuan penelitian ini adalah untuk menganalisa pengaruh kualitas produk, persepsi harga, dan kualitas pelayanan terhadap kepuasan pelanggan Cafe Dongeng Kopi di Yogyakarta. Sampel yang digunakan dalam penelitian sebanyak 100 responden. Dalam penelitian ini cara pengambilan sampel menggunakan *non-probability sampling*. Metode analisis data yang digunakan dalam penelitian ini analisis regresi meliputi uji validitas dan reliabilitas, analisis regresi berganda, uji F, uji t, dan koefisien determinasi R^2 .

Berdasarkan analisa yang telah dilakukan diperoleh bahwa, (1) Kualitas produk berpengaruh positif signifikan terhadap kepuasan pelanggan Cafe Dongeng Kopi di Yogyakarta (2) Persepsi harga berpengaruh negatif signifikan terhadap kepuasan pelanggan Cafe Dongeng Kopi di Yogyakarta (3) Kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan pelanggan Cafe Dongeng Kopi di Yogyakarta.

Kata Kunci: Kualitas Produk, Persepsi Harga, Kualitas Pelayanan dan Kepuasan Pelanggan.

ABSTRACT

The purpose of this study is to analyze the effect of product quality, perception of price, and quality of service to customer satisfaction Cafe Dongeng Kopi in Yogyakarta. The sample used in this research is 100 respondents. In this research the sampling method using non-probability sampling. Data analysis method used in this research regression analysis include test of validity and reliability, multiple regression analysis, F test, t test, and coefficient of determination R².

Based on the analysis, it has been found that, (1) The quality of the product has a significant positive effect on the satisfaction of the customers of Cafe Dongeng Kopi in Yogyakarta (2) Price perception has a significant negative effect on the satisfaction of Cafe Dongeng Coffee customer in Yogyakarta (3) Customer of Cafe Dongeng Coffee in Yogyakarta

Keywords: *Product Quality, Perception of Price, Quality of Service and Customer Satisfaction.*