

**PENGARUH PERSEPSI HARGA, VARIAN PRODUK DAN PELAYANAN
TERHADAP KEPUASAN KONSUMEN
TERHADAP SAFINA *FROZEN FOOD*
(Study Pada Safina *Frozen Food*)**

ABSTRAK

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Penelitian ini bertujuan mengetahui persepsi harga, varian produk dan pelayanan terhadap kepuasan konsumen pada Safina *frozen food*. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah orang konsumen Safina *frozen food* dengan sampel berjumlah 96 responden, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien diterminasi. Berdasarkan hasil penelitian menunjukkan bahwa Persepsi harga yang baik mampu meningkatkan kepuasan konsumen di Safina *frozen food*, persepsi harga semakin baik, maka kepuasan konsumen akan mengalami peningkatan. Variasi produk yang baik mampu meningkatkan kepuasan konsumen di Safina *frozen food*, apabila Variasi produk semakin baik, maka kepuasan konsumen di Safina *frozen food* akan mengalami peningkatan dan Pelayanan yang baik mampu meningkatkan kepuasan konsumen di Safina *frozen food*, pelayanan semakin baik, maka kepuasan konsumen akan mengalami peningkatan.

Kata Kunci: Persepsi harga, varian produk, pelayanan dan kepuasan konsumen

**THE EFFECT OF PRICE PERCEPTION, PRODUCT VARIETY AND SERVICE
ON CONSUMER SATISFACTION OF SAFINA *FROZEN FOOD***
(Study On Safina *Frozen Food*)

ABSTRACT

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This study aims to determine the perception of prices, product variants and services on consumer satisfaction at Safina frozen food. The research uses an explanatory research method which is carried out through data collection in the field. The population is Safina frozen food consumers with a sample of 96 respondents, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study indicate that a good price perception can increase consumer satisfaction at Safina frozen food, the better price perception, then consumer satisfaction will increase. Good product variety can increase consumer satisfaction at Safina frozen food, if the product variety is getting better, then customer satisfaction at Safina frozen food will increase and good service can increase customer satisfaction at Safina frozen food, the service is getting better, then customer satisfaction will be increased.

Keywords: Price perception, product variant, service and customer satisfaction