

## ABSTRAKSI

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### **PENGARUH KUALITAS PRODUK, PERSEPSI HARGA, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN**

**(Studi pada Pelanggan *Passion Jewelry* Cabang Puri Indah Mall Jakarta Barat)**

**(xv halaman, 100 halaman, 2022, 9 gambar, 28 tabel, 12 lampiran )**

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk terhadap Kepuasan Pelanggan, Persepsi Harga terhadap Kepuasan Pelanggan dan Kualitas Pelayanan terhadap Kepuasan Pelanggan pada pelanggan Jewelry Cabang Puri Indah Mall Jakarta Barat. Menggunakan teknik *Non Probability Sampling* dengan menggunakan rumus *lemeshow*. Populasi dalam penelitian ini sebanyak tidak diketahui sehingga dalam menentukan sampel menggunakan rumus *lemeshow* sehingga terdapat sebanyak 97 sampel. Dalam penelitian ini dilakukan dengan metode regresi linier berganda yang dibantu dengan perogram *SPSS* versi 25 serta *Microsoft Excel* 2016. Hasil penelitian menunjukkan bahwa Kualitas Produk berpengaruh signifikan terhadap Kepuasan Pelanggan, Persepsi Harga berpengaruh terhadap Kepuasan Pelanggan, dan Pelayanan berpengaruh signifikan terhadap Kepuasan Pelanggan.

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

**ABSTRACT**

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***INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, AND  
SERVICE QUALITY ON CUSTOMER SATISFACTION***

***(Study on Jewelry Passion Customers at Puri Indah Mall, West Jakarta  
Branch)***

***(xv pages, 100 pages, 2022, 9 pictures, 28 tables, 12 attachments)***

*This study aims to determine the effect of Product Quality on Customer Satisfaction, Price Perception on Customer Satisfaction, and Service Quality on Customer Satisfaction at Jewelry Customers at Puri Indah Mall, West Jakarta Branch. Using the Non Probability Sampling technique using the Lemeshow formula. The population in this study is unknown so that in determining the sample using the Lemeshow formula so that there are 97 samples. This research was conducted using multiple linear regression methods assisted by SPSS version 25 and Microsoft Excel 2016. The results showed that Product Quality had a significant effect on Customer Satisfaction, Price Perception had a significant effect on Customer Satisfaction, and Service Quality had a significant effect on Customer Satisfaction.*

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