

## ABSTRAK

Choirul Rozikin. 2021. Skripsi. “**Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Di PT. Roda Sakti Surya Megah Yamaha SIP Soetta Kota Probolinggo**”. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan bertujuan untuk mengetahui pengaruh variabel kualitas layanan, promosi, dan harga baik secara simultan (F), parsial (t) maupun secara dominan terhadap variabel kepuasan konsumen di PT. Roda Sakti Surya Megah Yamaha SIP Soetta Kota Probolinggo.

Pada penelitian ini jenis penelitian yang digunakan adalah kuantitatif, Variabel yang digunakan meliputi variabel independen (bebas) dan dependen (terikat). Variabel independen meliputi : (1) kualitas pelayanan dan (2) harga. Sedangkan variabel dependen yaitu kepuasan konsumen. Populasi dalam penelitian ini adalah para konsumen di PT. Roda Sakti Surya Megah Yamaha SIP Soetta Kota Probolinggo yang berjumlah 30 orang. Sampel yang diambil berjumlah 30 orang responden dengan menggunakan *non probability sampling* dengan teknik pengambilan sampel dengan menggunakan metode *sampling* jenuh. Sumber data meliputi : (1) data primer, (2) data sekunder. Metode analisis data yang digunakan meliputi : statistik deskriptif, uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi berganda, uji (F), uji (t), dan uji dominan

Hasil penelitian ini menunjukkan bahwa (1) dari hasil analisis uji secara simultan (uji F) diperoleh nilai  $F_{hitung} > F_{tabel}$  ( $90,740 > 2,35$ ) dengan nilai signifikansi  $0,000 < 0,05$ , maka  $H_0$  ditolak dan  $H_a$  diterima artinya bahwa kualitas pelayanan dan harga secara bersama-sama berpengaruh terhadap kepuasan konsumen. (2) Secara parsial (uji t) untuk variabel kualitas pelayanan diperoleh nilai  $t_{hitung} > t_{tabel}$  ( $5,752 > 2,048$ ) dengan nilai sig.  $0,000 < 0,05$ , maka  $H_0$  ditolak dan  $H_a$  diterima artinya bahwa kualitas pelayanan berpengaruh secara signifikan terhadap kepuasan konsumen. Sedangkan untuk variabel harga diperoleh nilai  $t_{hitung} > t_{tabel}$  ( $3,721 > 2,028$ ) dengan nilai sig.  $0,028 < 0,05$ , maka  $H_0$  ditolak dan  $H_a$  diterima artinya bahwa harga berpengaruh secara signifikan terhadap kepuasan konsumen. (3) Berdasarkan uji secara parsial (t) yang berpengaruh dominan terhadap kepuasan Konsumen PT. Roda Sakti Surya Megah Yamaha SIP Soetta Kota Probolinggo adalah variabel Harga. Hasil ini dapat diketahui dari nilai *Standardized Coefficients* Beta variabel Harga ( $X_2$ ) adalah sebesar sebesar 5,752 dengan *Standart Error* 0,190 > variabel Kualitas Pelayanan ( $X_1$ ) sebesar 2,725 dengan *Standart Error* 0,121.

**Kata Kunci : Kualitas Pelayanan, Harga dan Kepuasan Konsumen**

## **ABSTRACT**

*Choirul Rozikin. 2021. Thesis. "The Effect of Service Quality and Price on Customer Satisfaction at PT. Yamaha SIP Soetta City Probolinggo Magnificent Solar Sakti Wheels ". Management Study Program, Faculty of Economics, Panca Marga University, Probolinggo.*

*The research was conducted to determine the effect of service quality, promotion, and price variables simultaneously (F), partially (t) or dominantly on the variable customer satisfaction at PT. The Magnificent Solar Power Wheel Yamaha SIP Soetta Probolinggo City.*

*In this study, the type of research used is quantitative, the variables used include independent (free) and dependent (dependent) variables. The independent variables include: (1) service quality and (2) price. While the dependent variable is customer satisfaction. The population in this study were consumers at PT. The Great Solar Power Wheel Yamaha SIP Soetta Probolinggo City, amounting to 30 people. Samples taken were 30 respondents using non-probability sampling with the sampling technique using saturated sampling method. Data sources include: (1) primary data, (2) secondary data. The data analysis methods used include: descriptive statistics, validity and reliability tests, classical assumption tests, multiple regression analysis, test (F), test (t), and dominant test.*

*The results of this study indicate that (1) from the results of the simultaneous test analysis (F test), the value of  $F_{count} > F_{table}$  ( $90.740 > 2.35$ ) is obtained with a significance value of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, which means that the service quality and price are together have an effect on customer satisfaction. (2) Partially (t test) for service quality variables obtained  $t_{count} > t_{table}$  ( $5.752 > 2.048$ ) with sig.  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that service quality has a significant effect on customer satisfaction. Meanwhile, for the price variable, the value of  $t_{count} > t_{table}$  ( $3.721 > 2.028$ ) is obtained with a sig.  $0.028 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that price has a significant effect on customer satisfaction. (3) Based on the partial test (t) which has a dominant effect on customer satisfaction, PT. The Magnificent Solar Power Wheel Yamaha SIP Soetta Probolinggo City is a price variable. These results can be seen from the value of the Standardized Coefficients Beta of the Price variable (X2) amounting to 5.752 with a Standard Error of 0.190 > the Service Quality variable (X1) of 2.725 with a Standard Error of 0.121.*

**Keywords: Service Quality, Price and Customer Satisfaction**