

ABSTRACT

Along with the growth of the culinary business in Semarang, causing the higher level of competition which is faced by Salwa House. In order to excel in facing fierce competition is required strategy to improve consumer satisfaction. There are many kinds of consumer complaints which are given to Salwa House indicates that consumer satisfaction is not optimal. The purpose of this research is to analyze the effect of price perception, product quality and service quality on consumer satisfaction in Salwa House.

This research tests three independent variables they are price perception, product quality and service quality that can affect variable dependent it is consumer satisfaction. Population of this research are consumers of Salwa House. Samples were taken of 100 respondents by using non-probability sampling technique with the purposive sampling approach. Data was collected by using a survey method through questionnaires which were filled out by consumers. Then, the data obtained were analyzed using multiple regression analysis. This analysis includes: validity test, reliability test, classic assumption test, multiple regression analysis, hypothesis testing through the t test and F test, and coefficient of determination analysis (R^2).

The results of analysis using multiple linear regression can be seen that variable price perception, product quality, and service quality has positive effect of consumer satisfaction Salwa House. The results of analysis using the t test can be known that the three independent variables are price perception (X_1), product quality (X_2) and service quality (X_3) partially influence significantly on the dependent variable is consumer satisfaction (Y). Then the results of analysis using the F test can be known that the three independent variables are price perception (X_1), product quality (X_2) and service quality (X_3) together significantly influence on the dependent variable is consumer satisfaction (Y). The result of analysis which uses the coefficient of determination is known that 64% variations of consumer satisfaction can be explained by price perception, product quality and service quality, whereas 36% can be explained by other variables that are not included in this research.

Key word : price perception, product quality, service quality, consumer satisfaction