

PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUASAN KONSUMEN RESTORAN CEPAT SAJI

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INTISARI

Restoran cepat saji, yang juga dikenal sebagai *fast food*, merupakan salah satu pilihan tempat makan yang sangat populer di kalangan Masyarakat saat ini. Persaingan yang semakin sengit antar perusahaan yang serupa menuntut pemilik untuk lebih cermat dalam merumuskan strategi supaya dapat menciptakan, menjaga, dan meningkatkan kepuasan konsumen. Tujuan penelitian ini yaitu menganalisis pengaruh kualitas produk, harga produk, dan pelayanan terhadap kepuasan konsumen restoran cepat saji. Penelitian ini menggunakan data primer dengan deskriptif kuantitatif. Metode pengumpulan responden yang digunakan dalam penelitian adalah *purposive sampling* sebanyak 60 responden. dengan pertimbangan konsumen yang berusia minimal 17 sampai dengan 60 tahun dan pernah mengunjungi restoran OTI Fried Chicken minimal sekali dalam satu bulan. Pengumpulan data dilakukan dengan melakukan survey dan membagikan kuesioner kepada responden. Peneliti memberikan akses ke kuesioner melalui pemindaian QR code yang mengarahkan ke tautan Google Form. Data hasil penelitian kemudian diuji dan dianalisis menggunakan skala *Likert* kemudian diuji analisis regresi linier berganda serta diuji hipotesis menggunakan uji F, uji t, dan uji koefisien determinasi (R^2). Hasil analisis menunjukkan bahwa kualitas produk, kualitas dan harga menunjukkan kategori yang baik. Tingkat kepuasan konsumen di Restoran OTI Fried Chicken berada pada kategori puas. Variabel kualitas produk, kualitas pelayanan dan harga berpengaruh positif dan nyata ($P < 0,05$) terhadap kepuasan konsumen dengan nilai R^2 sebesar 0,679 yang berarti bahwa 67,9% variabel kepuasan konsumen dipengaruhi oleh variabel kualitas produk, kualitas pelayanan dan harga sedangkan 32,1% dipengaruhi oleh variabel lain yang tidak masuk dalam model. Secara keseluruhan dapat dikatakan bahwa tingkat kualitas produk, kualitas pelayanan dan harga di Restoran OTI Fried Chicken berpengaruh terhadap kepuasan kepada konsumen.

Kata kunci : Kualitas Produk, Kualitas Pelayanan, Harga, Kepuasan Konsumen

THE IMPACT OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICING ON CUSTOMER SATISFACTION IN FAST FOOD RESTAURANTS

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ABSTRACT

Fast food restaurants, also known as quick service restaurants, are among the most popular dining options in contemporary society. The growing intensity of competition among similar businesses requires owners to develop well-formulated strategies to attract, retain, and enhance customer satisfaction. The objective of this study is to examine the influence of product quality, pricing, and service quality on customer satisfaction in the context of fast food restaurants. This research employs a descriptive quantitative approach utilizing primary data. The sampling method applied in this study is purposive sampling, involving 60 respondents selected based on the criteria of being aged between 17 and 60 years and having visited OTI Fried Chicken restaurant at least once per month. Data collection was conducted by distributing surveys and questionnaires to respondents. The researcher provided access to the questionnaire through a QR code scan, which directed respondents to a Google Form link. The collected data were analyzed using a Likert scale and further examined through multiple linear regression analysis. Hypothesis testing was conducted using the F-test, t-test, and the coefficient of determination (R^2). The results of the analysis indicate that product quality, service quality, and price are perceived to be in the high category. Furthermore, the level of customer satisfaction at OTI Fried Chicken Restaurant is also categorized as high. The variables of product quality, service quality, and price have a significant and positive effect ($P < 0.05$) on customer satisfaction, with an R^2 value of 0.679. This implies that 67.9% of the variation in customer satisfaction is explained by these three variables, while the remaining 32.1% is attributed to other factors not included in the model. Overall, it can be concluded that the level of product quality, service quality, and price perception at OTI Fried Chicken Restaurant has an influence on customer satisfaction.

Keyword : Product Quality, Service Quality, Price, Customer Satisfaction