

Rochmat Hidayat Hariyono, 12311014, **Pengaruh Kualitas Produk, Kualitas Layanan, Dan Persepsi Harga Terhadap Kepuasan (Studi Pada Lapangan Futsal Hidayat Futsal Square)**, Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Januari, 2017.

ABSTRAKSI

Penelitian ini bertujuan untuk melakukan pengujian pengaruh Kualitas Produk, Kualitas Layanan, dan Persepsi Harga Terhadap Kepuasan Pelanggan. Jumlah sampel dalam penelitian ini 100 orang pelanggan futsal Hidayat Futsal Square. Analisis data yang digunakan adalah analisis regresi linier berganda. Hasil penelitian ini menyimpulkan bahwa hasil pengujian secara parsial Kualitas Produk berpengaruh signifikan terhadap kepuasan pelanggan, Kualitas Layanan berpengaruh signifikan terhadap kepuasan pelanggan, dan Persepsi Harga berpengaruh signifikan terhadap kepuasan pelanggan.

Kata kunci : Kualitas Produk, Kualitas Layanan, Persepsi Harga, Kepuasan Pelanggan

*Rochmat Hidayat Hariyono, 12311014, **The Influence of Product Quality, Service Quality, and Price Perception on Satisfaction (Futsal Field Study of Hidayat Futsal Square)**, Management, Faculty of Economics, University of Muhammadiyah Gresik, January, 2017.*

ABSTRACT

This study aims to examine the effect of Product Quality, Service Quality, and Price Perception Against Customer Satisfaction. The number of samples in this study is 100 people futsal Hidayat Futsal Square. Data analysis used is multiple linear regression analysis. The results of this study conclude that the results of partial testing of Product Quality significantly influence customer satisfaction, Service Quality significantly influence customer satisfaction, and Price Perception significantly influence customer satisfaction.

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