

Alvianti AR, 12311065, **Pengaruh Pelayanan, Produk dan Harga Terhadap Kepuasan Pelanggan Laxmi Cake & Bakery Sembayat**, Manajemen Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Gresik, Agustus 2017

ABSTRAKSI

Penelitian ini bertujuan untuk melakukan pengujian Pengaruh Kualitas Produk, Harga dan Keragaman Produk Terhadap Loyalitas Pelanggan Laxmi Cake & Bakery Sembayat. Jumlah sampel dalam penelitian ini 100 orang. Analisis data yang digunakan adalah analisis regresi linear berganda.

Hasil penelitian ini menyimpulkan bahwa hasil pengujian secara Simultan Pelayanan, Produk dan Harga berpengaruh signifikan terhadap Kepuasan Pelanggan Laxmi Cake & Bakery Sembayat. Hasil pengujian secara parsial Pengaruh Pelayanan berpengaruh signifikan terhadap Kepuasan Pelanggan Laxmi Cake & Bakery Sembayat. Produk berpengaruh signifikan terhadap Kepuasan Pelanggan Laxmi Cake & Bakery Sembayat dan Harga berpengaruh signifikan terhadap kepuasan Pelanggan Laxmi Cake & Bakery Sembayat.

Kata kunci : Pengaruh Pelayanan, Produk, dan Harga.

Alvianti AR, 12311065, The Influence Of Services, Products And Prices Of Customer Satisfaction Laxmi Cake & Bakery Sembayat, Management Faculty of Economics and Business, University of Muhammadiyah Gresik, August 2017

ABSTRACTION

This study aims to examine the Effect of Product Quality, Price and Product Diversity on Customer Loyalty Laxmi Cake & Bakery Sembayat. The number of samples in this study 100 people. The data analysis used is multiple linear regression analysis. The results of this study concluded that simultaneous testing results Services, Products and Prices significantly influence the Customer Satisfaction Laxmi Cake & Bakery Sembayat. Partial test results Influence Services significant effect on Customer Satisfaction Laxmi Cake & Bakery Sembayat. The product has a significant effect on Customer Satisfaction of Laxmi Cake & Bakery Sembayat and Price have a significant effect to customer satisfaction of Laxmi Cake & Bakery Sembayat.

Keywords: Influence of Service, Product, and Price.