

ABSTRAK

PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, DAN HARGA TERHADAP KEPUASAN KONSUMEN PADA TOKO BUAH *ONLINE* HOOKI FOODS TASIKMALAYA

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Penelitian ini bertujuan untuk mengetahui tingkat kualitas produk, kualitas pelayanan, dan harga terhadap kepuasan konsumen pada toko buah *online* Hooki Foods Tasikmalaya. Penelitian dilaksanakan di Hooki Foods Tasikmalaya dengan menggunakan metode survei. Sampel penelitian sebanyak 68 responden yang pernah melakukan pembelian buah secara online di Hooki Foods Tasikmalaya menggunakan teknik *accidental sampling*. Data yang telah terkumpul kemudian dianalisis menggunakan analisis deskriptif dan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa kualitas produk, kualitas pelayanan, dan harga pada toko buah *online* Hooki Foods Tasikmalaya termasuk dalam kategori sangat baik. Kepuasan konsumen terhadap pembelian buah di Hooki Foods Tasikmalaya juga termasuk dalam kategori sangat baik. Secara parsial kualitas produk, kualitas pelayanan, dan harga berpengaruh signifikan terhadap kepuasan konsumen. Secara simultan kualitas produk, kualitas pelayanan, dan harga berpengaruh signifikan terhadap kepuasan konsumen pada toko buah online Hooki Foods Tasikmalaya.

Kata Kunci: kualitas produk, kualitas pelayanan, harga, kepuasan konsumen, buah

ABSTRACT

THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE ON CONSUMER SATISFACTION AT THE ONLINE FRUIT STORE HOOKI FOODS TASIKMALAYA

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This study aims to determine the level of product quality, service quality, and price, as well as their influence on consumer satisfaction at the online fruit store Hooki Foods Tasikmalaya. The research was conducted at Hooki Foods Tasikmalaya using a survey method. The sample consisted of 68 respondents who had purchased fruit online from Hooki Foods Tasikmalaya, selected using an accidental sampling technique. The collected data were analyzed using descriptive analysis and multiple linear regression analysis. The results showed that the product quality, service quality, and price at Hooki Foods Tasikmalaya were categorized as very good. Consumer satisfaction with purchasing fruit at Hooki Foods Tasikmalaya was also categorized as very good. Partially, product quality, service quality, and price had a significant effect on consumer satisfaction. Simultaneously, product quality, service quality, and price also had a significant effect on consumer satisfaction at the online fruit store Hooki Foods Tasikmalaya.

Keywords: product quality, service quality, price, customer satisfaction, fruit