

PENGARUH PERSEPSI HARGA DAN KUALITAS PRODUK TERHADAP KEPUASAN KONSUMEN TAS DEUTER

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga dan kualitas produk terhadap kepuasan konsumen tas **Deuter**. Survei dilakukan secara manual dan online kepada 150 responden dan data dianalisis dengan regresi linear berganda menggunakan SPSS 16. Hasil penelitian menunjukkan bahwa persepsi harga berpengaruh positif terhadap kepuasan konsumen. Hasil penelitian juga menunjukkan bahwa kualitas produk berpengaruh secara positif terhadap kepuasan konsumen. Selain itu, persepsi harga dan kualitas produk juga berpengaruh positif secara simultan. Untuk meningkatkan kepuasan konsumen, disarankan kepada pihak Deuter untuk membuat inovasi dan variasi yang lebih banyak.

Kata kunci: Persepsi Harga, Kualitas Produk, Kepuasan Konsumen

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THE EFFECT OF PERCEIVED PRICE AND PRODUCT QUALITY TOWARD DEUTER'S CONSUMER SATISFACTION

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ABSTRACT

This study aimed to analyze the effect of perceived price and product quality toward Deuter's consumer satisfaction. Paper based and online survey were conducted involving 150 participants and SPSS 16 was employed to analyze the data using simple linear regression. The results of this study showed that perceived price positively affect consumer satisfaction. Furthermore, product quality also affect consumer satisfaction positively. In addition, perceived price and product quality simultaneously affect consumer satisfaction positively. In order to increase consumer satisfaction, it is suggested to Deuter to create more inovation and variation of the products.

Keywords: Perceived price, Product quality, Consumer Satisfaction

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