

ABSTRAK

Berdasarkan fenomena pada Joy Corner Cafe Bandung diperkirakan jumlah konsumen pada bulan Februari hingga Mei mengalami penurunan dibanding bulan Januari hingga Februari sebelumnya Joy Corner Cafe Bandung dalam meningkatkan jumlah konsumen harus mengutamakan kepuasan konsumennya. Sehingga Kualitas pelayanan dan Kebijakan harga harus memperhatikan pada kepentingan konsumen agar konsumen akan terpuaskan.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *tangible, emphaty, reability, responsiveness, assurance, keterjangkauan harga, keseusaian harga dengan kualitas produk, kesesuaian harga dengan manfaat dan harga sesuai kemampuan atau daya saing harga* terhadap kepuasan konsumen Joy Corner Cafe Bandung. Setelah mengetahui telaah literatur terkait, dalam penelitian ini ditetapkan bahwa *tangible, emphaty, reability, responsiveness, assurance, responsiveness, assurance, keterjangkauan harga, keseusaian harga dengan kualitas produk, kesesuaian harga dengan manfaat dan harga sesuai kemampuan atau daya saing harga* Oleh karena itu pemahaman terhadap pengaruh antara *tangible, emphaty, reability, responsive, assurance, responsiveness, assurance, keterjangkauan harga, keseusaian harga dengan kualitas produk, kesesuaian harga dengan manfaat dan harga sesuai kemampuan atau daya saing harga* dengan variabel-variabel yang mempengaruhinya dapat dipandang sebagai basis strategi bagi pengembangan kepuasan konsumen.

Metode penelitian yang digunakan adalah dengan menggunakan metode penelitian Deskriptif dan Verifikatif dengan jumlah sampel sebanyak 35 responden. Metode pengumpulan data dengan menggunakan metode kuesioner dan metode analisis data yang digunakan adalah analisis regresi linier berganda.

Berdasarkan penelitian dengan menggunakan aplikasi SPSS, terlihat bahwa *tangible, reability, responsiveness, assurance, kesesuaian harga dengan kualitas produksi, dan kesesuaian harga dengan manfaat* mempunyai pengaruh yang signifikan terhadap kepuasan konsumen pada Joy Corner Cafe Bandung. Sedangkan *responsiveness, emphaty, keterjangkauan harga, harga sesuai mampu daya saing harga* tidak berpengaruh signifikan terhadap kepuasan konsumen pada Joy Corner Cafe Bandung.

Kata kunci: Kualitas Pelayanan, Kebijakan Haraga, Kepuasan

ABSTRACT

Based on the phenomenon at Joy Corner Cafe Bandung it is estimated that the number of consumers in February to May has decreased compared to the previous January to Joy Corner Cafe Bandung in increasing the number of consumers must prioritize customer satisfaction. So that service quality and price policy must pay attention to the interests of consumers so that consumers will be satisfied.

This study aims to determine how much influence tangible, empathetic, reliability, responsiveness, assurance, affordability, price compatibility with product quality, price suitability with benefits and prices in accordance with the ability or price competitiveness of customer satisfaction Joy Corner Cafe Bandung. After knowing related literature reviews, in this study determined that tangibility, empathy, reliability, responsiveness, assurance, responsiveness, assurance, affordability, price compatibility with product quality, price compatibility with benefits and prices in accordance with the ability or price competitiveness because It understands the influence between tangibility, empathy, reliability, responsiveness, assurance, responsiveness, assurance, affordability, price compatibility with product quality, price suitability with benefits and prices in accordance with ability or price competitiveness with the variables that influence it can be seen as a basis for the development of customer satisfaction.

The research method used is using descriptive and verification methods with a total sample of 35 respondents. The method of data collection uses the questionnaire method and the data analysis method used is multiple linear regression analysis.

Based on research using the SPSS application, it can be seen that tangible, reability, responsiveness, assurance, price compatibility with production quality, and price compatibility with benefits. has a significant influence on consumer satisfaction at Joy Corner Cafe Bandung. While responsiveness, empathy, affordability, price in accordance with price competitiveness does not significantly influence customer satisfaction at Joy Corner Cafe Bandung.

Keywords: Service Quality, Price Policy, Satisfaction