

**PENGARUH FASILITAS FISIK DAN KUALITAS LAYANAN SERTA HARGA
TERHADAP KEPUASAN KONSUMEN AKASA *SPECIALTY COFFEE*
DI KINTAMANI**

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ABSTRAK

Penelitian yang dilaksanakan bermaksud guna menguji pengaruh Fasilitas fisik serta Kualitas Layanan serta Harga terhadap kepuasan Konsumen Akasa *Specialty Coffee* di Kintamani. Rancangan yang digunakan untuk meneliti ialah kuantitatif kausal, memperoleh sampel sejumlah 70 responden konsumen Akasa *Specialty Coffee* di Kintamani. Pengumpulan data memanfaatkan kuesioner dilengkapi dengan analisis regresi linier berganda. Temuan yang diperoleh menunjukkan (1) Fasilitas fisik dan Kualitas Layanan serta Harga berpengaruh signifikan pada kepuasan konsumen. (2) Fasilitas fisik secara positif memengaruhi kepuasan konsumen. (3) Secara positif, Kualitas Layanan memengaruhi kepuasan konsumen. (4) Harga secara positif memengaruhi kepuasan konsumen.

Kata Kunci : Fasilitas fisik, Kualitas Layanan, Harga, Kepuasan Konsumen

Abstract

This study aims to examine the effect of physical facilities and service quality and price on consumer satisfaction of Akasa Specialty Coffee in Kintamani. The research design used is causal quantitative, the sample used were 70 consumer respondents of Akasa Specialty Coffee in Kintamani. The data collected by questionnaire and analyzed with multiple linear regression analysis. The results of this study indicate (1) Physical facilities and Service Quality and Price have a significant effect on consumer satisfaction. (2) Physical facilities have a positive significant effect on customer satisfaction. (3) Service quality has a positive effect on customer satisfaction. (4) Price has a positive effect on customer satisfaction.

Keywords: Physical facilities, Service Quality, Price, Consumer Satisfaction.