

## SUMMARY

# Pengaruh kualitas pelayanan, kualitas produk dan penetapan harga terhadap kepuasan konsumen pada PT.Offistarindo Adhiprima

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**Subject** : penetapan harga terhadap kepuasan konsumen pada PT.Offistarindo Adhiprima

**Subject Alt** : penetapan harga terhadap kepuasan konsumen pada PT.Offistarindo Adhiprima

**Keyword** : penetapan harga terhadap kepuasan konsumen pada PT.Offistarindo Adhiprima

### Description :

PT.OFFISTARINDO ADHIPRIMA is a sole agent company, what sells equipments of office and education. In management of this company anticipated that satisfaction of consumer influenced by quality of pelanayan, quality of product and pricing. How big third influence of the factor is problem that is accurate. (under supervision of Eddy Herjanto).

The problem will be checked by using doubled linear regression analysis to measure how big variables quality of service, quality of product and pricing can explain satisfaction variable of consumer. Hypothesis test done with t-test to test variable influence quality of service, quality of product and pricing parsially to satisfaction variable of consumer. to test variable quality of service, quality of product and pricing in simultan is applied by F-test.

In simultaneously independent variable ( service quality, product quality and pricing) influential significant to dependent variable (consumer satisfaction) with value sig 0,000 at level of significant 10%. But Partially only variable product quality and pricing having significant effect with value sig 0,000 and 0,021 at level of significant 10%, product quality is the most dominant variable and following by pricing variable.

From result of research is expected company to take care of they quality of product which is variable very signifikan influences to satisfaction of consumer, pricing also needs defended good of that is the price of product, the price of contract service, the price of sparepart and also the price of service without having to lessens quality of product and quality of service given. quality of service must be improve cause by result of research to express that quality of service is variable that is not had an effect on significant to satisfaction of consumer.

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