

**PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, HARGA  
DAN LOKASI TERHADAP KEPUASAN KONSUMEN RESTORAN  
KUALI NYONYA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk, kualitas pelayanan, harga dan lokasi terhadap kepuasan konsumen Restoran Kuality Nyonya. Penelitian ini dilakukan terhadap 100 responden Restoran Kuality Nyonya yang diambil dengan teknik *Purposive sampling*. Metode analisa data yang digunakan adalah Structural Model Assessment (SMA). Uji hipotesis dengan menggunakan uji T-statistik untuk membuktikan pengaruh variabel bebas terhadap variabel terikat.

Hasil dari penelitian ini ditemukan bahwa kualitas produk tidak berpengaruh terhadap kepuasan konsumen Restoran Kuality Nyonya, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen Restoran Kuality Nyonya, harga tidak berpengaruh terhadap kepuasan konsumen Restoran Kuality Nyonya dan lokasi tidak berpengaruh terhadap kepuasan konsumen Restoran Kuality Nyonya

**Kata Kunci : kualitas produk, kualitas pelayanan, harga, lokasi dan  
kepuasan konsumen**

**THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, PRICE  
AND LOCATION ON CUSTOMER SATISFACTION AT KUALI  
NYONYA RESTAURANT**

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**ABSTRACT**

*This study aims to examine the effect of product quality, service quality, price and Place on costumer satisfaction at Kuali Nyonya Restaurant. This research was conducted on 100 responden of Kuali Nyonya Restaurant taken using purposive sampling technique. The data analysis method used is the Structural Model Assessment (SMA). Hypothesis testing using the T-statistic test to prove the effect of independent variables on the dependent variable.*

*The results of this study found that product quality does not affect consumer satisfaction Kuali Nyonya Restaurant, service quality has a positive and significant effect on consumer satisfaction Kuali Nyonya Restaurant, price does not affect consumer satisfaction Kuali Nyonya Restaurant and location does not affect consumer satisfaction Kuali Nyonya Restaurant*

***Keywords: product quality, service quality, price, place and customer satisfaction***