ABSTRACT

Simon Erikson , "The Effect of Product Quality and Customer Satisfaction Pricing " (Survey Pada Toko Doll at Cijerah) , under the guidance of Mrs. Trustorini Handayani SE . , M.Si .

The background of this research is declining customer satisfaction due to factors product quality and pricing are less good at Space Doll Shop . Some of the causes are due to lack neat stitching on the dolls are sold , their puppet in terms of color are less attractive and the price set does not match the product offered . This causes a decrease in customer satisfaction in the profit berampak doll shop space . Variables studied consisted of independent variables that influence the quality of products and pricing and the dependent variable is customer satisfaction . Subjects in this study is the consumer space doll store . This research is descriptive and verification , using the method of explanatory survey , with a sample of 38 respondents . Data analysis technique used is multiple linear regression analysis and Spearman rank correlation coefficient.

The results obtained lead to the conclusion that the quality of the product and pricing are in the medium category and description of consumer satisfaction in middle category . The results of the correlation calculation on product quality to customer satisfaction showed a fairly between product quality to customer satisfaction . Correlation on the pricing of consumer satisfaction showed a fairly between pricing to customer satisfaction .

Keywords : Quality Product , Pricing and Customer Satisfaction