

ABSTRAK

Edwin Dwiki Darmawan, 2024, Pengaruh Harga, Fasilitas, Lokasi Dan Service Quality Terhadap Kepuasan Konsumen Pada Kebun Refugia Di Kabupaten. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Apriyanti, S.E., M.M., CPSMM. Pembimbing (II) Hendra Setiawan, S.E., M.M.

Tujuan penelitian untuk mengetahui apakah ada pengaruh harga, fasilitas, lokasi, kualitas pelayanan terhadap kepuasan konsumen. Penelitian ini dilakukan di kebun bunga refugia magetan. Sampel penelitian 385 responden. Metode penelitian yang digunakan yaitu pendekatan kuantitatif dengan menggunakan *software* spss. Hasil penelitian ini menunjukkan bahwa harga berpengaruh positif terhadap kepuasan konsumen, fasilitas berpengaruh positif terhadap kepuasan konsumen, lokasi berpengaruh positif terhadap kepuasan konsumen, kualitas pelayanan berpengaruh positif terhadap kepuasan konsumen.

Kata kunci: harga, fasilitas, lokasi, kualitas pelayanan, kepuasan konsumen

ABSTRACT

Edwin Dwiki Darmawan, 2024, *The Influence of Price, Facilities, Location and Service Quality on Consumer Satisfaction at Refugia Gardens in the Regency. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Apriyanti, S.E., M.M., CPSMM. Supervisor (II) Hendra Setiawan, S.E., M.M.*

The aim of the research is to find out whether there is an influence of price, facilities, location, service quality on consumer satisfaction. This research was conducted in the Magetan refugia flower garden. The research sample was 385 respondents. The research method used is a quantitative approach using SPSS software. The results of this research show that price has a positive influence on consumer satisfaction, facilities have a positive influence on consumer satisfaction, location has a positive influence on consumer satisfaction, service quality has a positive influence on consumer satisfaction.

Keywords: price, facilities, location, service quality, customer satisfaction