

# SKRIPSI

## THE INFLUENCE OF PRICE PERCEPTION, LOCATION, PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION AT SABANA FRIED CHICKEN GUNUNG SARI INDAH SURABAYA BRANCH



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2024

THESIS

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PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER  
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**THESIS**

**Submitted to Fulfill Terms of Use  
Get a Bachelor's Degree in Economics  
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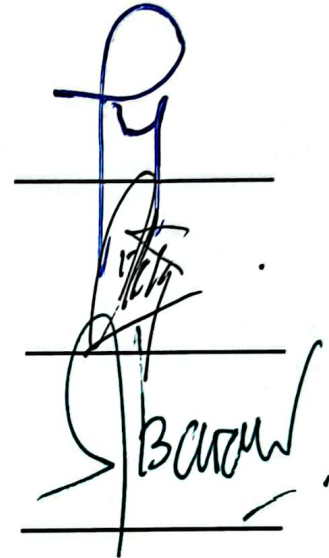
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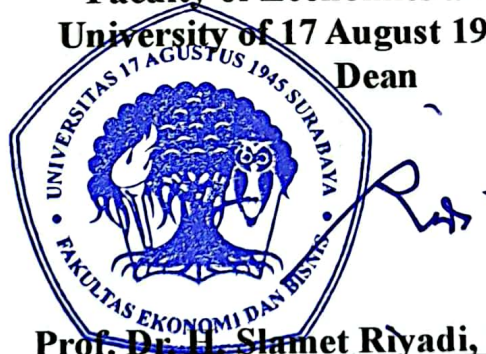
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## PREFACE

I would like to express my gratitude to God Almighty who has bestowed His grace and guidance so that I am given the opportunity to continue my education in the Bachelor of Economics Program and complete this thesis with great pride and with title "The Influencen of Price Perception, Location, Product Quality and Service Quality on Consumer Satisfaction at Sabana Fried Chicken Gunung Sari Indah Surabaya Brach". I would like to thank all those who have helped and guided me in pursuing my education and completing this thesis. My deepest thanks go to:

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Surabaya, 19 December 2023



Tarissa Fatika Lauma

## ABSTRACT

This study examines the relationship between price perception, location, product quality, and service quality on consumer satisfaction at Sabana Fried Chicken Gunung Sari Indah Surabaya Branch. Data collection is carried out by means of a questionnaire containing a list of questions regarding each variable studied. Respondents in this study are consumers who have purchased Sabana Fried Chicken products Gunung Sari Indah Surabaya branch. This study used a sample of 100 respondents. This study used the SPSS Version 24 program to conduct data analysis. The analysis technique used is multiple linear regression. Classical assumption tests used include multicollinearity tests, heteroskedasticity tests, and data normality tests. Overall, the indicators of this study are valid with a correlation coefficient of  $>0.200$  with a significance level of  $<0.05$  and the indicators are declared reliable because the value of Cronbach's Alpha coefficient  $> 0.60$ . Hypothesis testing uses partial significant test (t test), simultaneous test (F test) and coefficient of determination analysis ( $R^2$ ). The results of this study show that: (1) price perception does not have a significant effect on consumer satisfaction, (2) location has a significant effect on consumer satisfaction, (3) product quality has a significant effect on consumer satisfaction, (4) service quality has a significant effect on consumer satisfaction, (5) price perception, location, product quality and service quality have a significant effect simultaneously on consumer satisfaction.

**Keywords: Price Perception, Location, Product Quality, Service Quality, Customer Satisfaction**



## SUMMARY

The beginning of the formation of Sabana Fried Chicken is a form of concern for chicken products that are currently circulating in the market because there are still many chicken products that are not clear in terms of slaughter, maintenance and quality. The owner of Sabana Fried Chicken is H. Syamsalis on August 8, 2008, decided to open his first cart located in Bekasi. Sabana Fried Chicken presents food and beverage products to meet the needs of the Indonesian people with halal, nutritious, and delicious products. Sabana Fried Chicken certainly already has a halal certificate and cooperates with Chicken Slaughterhouses that have passed halal certification.

This study aims to determine the Perception of Price, Location, Product Quality, and Service Quality significantly affect Consumer Satisfaction at Sabana Fried Chicken South Surabaya Branch. The population in this study is customers who have purchased Sabana Fried Chicken products with a sample of 100 respondents and determined by purposive sampling. Primary data were obtained through questionnaires. Data analysis used classical assumption test, t test, f test, multiple linear regression test, and determination test.

Based on the results of the study showed that Based on the results of the study showed that Price Perception did not have a significant effect on consumer satisfaction at Sabana Fried Chicken Gunung Sari Branch Surabaya, Location had a significant effect on consumer satisfaction at Sabana Fried Chicken Gunung Sari Branch Surabaya, Product Quality had a significant effect on consumer satisfaction at Sabana Fried Chicken Gunung Sari Indah Branch Surabaya, Service Quality has a significant effect, and Price Perception, Location, Product Quality and Service Quality have a significant effect simultaneously on consumer satisfaction at Sabana Fried Chicken Gunung Sari Indah Surabaya branch.

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