

**ANALISIS PENGARUH HARGA DAN KUALITAS PRODUK
TERHADAP KEPUASAN PELANGGAN PADA UMKM
MARTABAK MANDOR
(Studi Kasus Masyarakat Kecamatan Bengkalis)**

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Abstrak

Persaingan bisnis kuliner yang semakin kompetitif menuntut pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) untuk memahami faktor-faktor yang memengaruhi kepuasan pelanggan sebagai upaya mempertahankan loyalitas konsumen dan meningkatkan daya saing usaha. Penelitian ini bertujuan menganalisis pengaruh harga dan kualitas produk terhadap kepuasan pelanggan pada UMKM Martabak Mandor di Kecamatan Bengkalis, baik secara parsial maupun simultan. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan pendekatan asosiatif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden yang pernah membeli produk Martabak Mandor menggunakan teknik *Purposive Sampling*. Teknik analisis data meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji parsial (uji t), uji simultan (uji F), analisis korelasi, dan koefisien determinasi menggunakan SPSS versi 22. Hasil penelitian menunjukkan bahwa variabel harga tidak berpengaruh signifikan terhadap kepuasan pelanggan ($t_{hitung} = 1,090 < t_{tabel} = 1,984$; sig. $0,278 > 0,05$), sedangkan kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan ($t_{hitung} = 11,660 > t_{tabel} = 1,984$; sig. $0,000 < 0,05$). Secara simultan, harga dan kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan ($F_{hitung} = 69,854 > F_{tabel} = 3,09$; sig. $0,000 < 0,05$) dengan koefisien determinasi (R^2) sebesar 0,590, yang menunjukkan bahwa 59% variasi kepuasan pelanggan dijelaskan oleh harga dan kualitas produk, sedangkan 41% sisanya dipengaruhi variabel lain di luar model penelitian. Berdasarkan hasil penelitian disimpulkan bahwa kualitas produk merupakan faktor paling dominan dalam meningkatkan kepuasan pelanggan pada UMKM Martabak Mandor, sedangkan harga bukan faktor utama yang memengaruhi kepuasan pelanggan.

Kata Kunci: Harga, Kualitas Produk, Kepuasan Pelanggan, Bisnis Kuliner, UMKM Martabak Mandor.

**ANALYSIS OF THE INFLUENCE OF PRICE AND PRODUCT QUALITY
ON CUSTOMER SATISFACTION AT THE UMKM MARTABAK MANDOR
(Case Study of the Community in Bengkalis District)**

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Abstract

The increasingly competitive culinary business landscape requires Micro, Small, and Medium Enterprises (MSME) to understand the factors influencing customer satisfaction in order to maintain consumer loyalty and enhance business competitiveness. This study aims to analyze the impact of price and product quality on customer satisfaction at the Martabak Mandor MSME in Bengkalis District, examining both partial and simultaneous effects. A quantitative research method with an associative approach was employed. Data were collected by distributing questionnaires to 100 respondents who had purchased Martabak Mandor products, utilizing a purposive sampling technique. Data analysis techniques included validity and reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), correlation analysis, and the coefficient of determination, all performed using SPSS version 22. The results indicate that the price variable does not have a significant effect on customer satisfaction ($t_{\text{calculated}} = 1.090 < t_{\text{table}} = 1.984$; sig. $0.278 > 0.05$), whereas product quality has a positive and significant effect on customer satisfaction ($t_{\text{calculated}} = 11.660 > t_{\text{table}} = 1.984$; sig. $0.000 < 0.05$). Simultaneously, price and product quality have a positive and significant effect on customer satisfaction ($F_{\text{calculated}} = 69.755 > F_{\text{table}} = 3.09$; sig. $0.000 < 0.05$), with a coefficient of determination (R^2) of 0.590; this indicates that 59% of the variation in customer satisfaction is explained by price and product quality, while the remaining 41% is influenced by variables outside the research model. Based on these findings, it is concluded that product quality is the most dominant factor in enhancing customer satisfaction at the Martabak Mandor MSME, whereas price is not a primary factor influencing customer satisfaction

Keywords: Price, Product Quality, Customer Satisfaction, culinary business, UMKM Martabak Mandor