

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Persepsi Harga, Kualitas Pelayanan dan Brand Image terhadap Kepuasan Pelanggan pada Usaha The Colors Laundry Kecamatan Tanjungpinang Timur. Populasi yang digunakan dalam penelitian ini adalah seluruh pelanggan atau konsumen The Colors Laundry dimana populasi berjumlah 29.160 pelanggan. Penelitian ini menggunakan sampel sebanyak 100 responden, dengan menggunakan metode *purposive sampling* atau pengambilan sampel dengan pertimbangan tertentu. Jenis penelitian adalah penelitian kuantitatif. Pada kuesioner dilakukan uji validitas dan reliabilitas. Pada analisis regresi linier berganda, termasuk uji t, uji F dan determinasi (R^2). Penelitian dilakukan dengan menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial variabel Persepsi Harga, Kualitas Pelayanan dan Brand Image berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Hasil uji F diperoleh nilai F_{hitung} 15.961 dengan nilai F_{tabel} 2,701 mengidentifikasi bahwa variabel Persepsi Harga, Kualitas pelayanan dan Brand Image secara simultan berpengaruh positif dan signifikan terhadap variabel Kualitas Pelayanan. Berdasarkan uji koefisien determinasi, sekitar 81,4% variabel Kepuasan Pelanggan dipengaruhi oleh variabel Persepsi Harga, Kualitas Pelayanan dan Brand Image Sedangkan sisa persentase sebesar 18,6 % dipengaruhi oleh variabel yang tidak termasuk dalam penelitian ini.

Kata Kunci : Persepsi Harga, Kualitas Pelayanan, *Brand Image* dan Kepuasan Pelanggan

ABSTRACT

This study aims to examine the effect of Price Perception, Service Quality, and Brand Image on Customer Satisfaction at The Colors Laundry business in East Tanjungpinang District. The population in this study consisted of all customers or consumers of The Colors Laundry, totaling 29,160 customers. The study used a sample of 100 respondents, selected using purposive sampling, which is a sampling technique based on certain considerations. This research employed a quantitative research method. The questionnaire was tested for validity and reliability. The data analysis used multiple linear regression analysis, including the t-test, F-test, and coefficient of determination (R^2). The research was conducted using SPSS version 26. The results show that partially, Price Perception, Service Quality, and Brand Image have a positive and significant effect on Customer Satisfaction. The results of the F-test obtained an F-calculated value of 15.961 with an F-table value of 2.701, indicating that Price Perception, Service Quality, and Brand Image simultaneously have a positive and significant effect on Customer Satisfaction. Based on the coefficient of determination test, approximately 81.4% of Customer Satisfaction is influenced by Price Perception, Service Quality, and Brand Image, while the remaining 18.6% is influenced by other variables not included in this study.

Keywords: Price Perception, Service Quality, Brand Image, and Customer Satisfaction