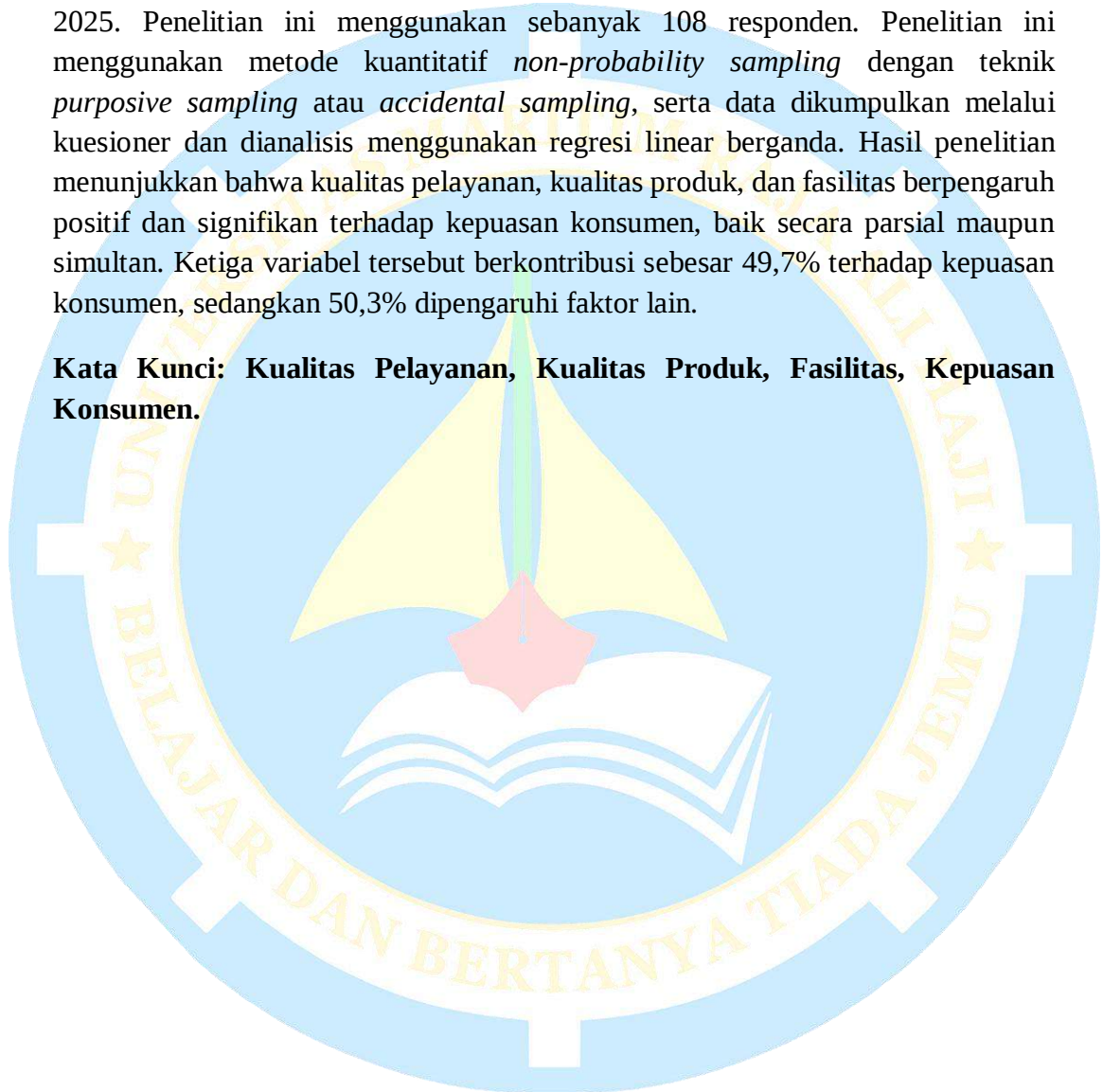


ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh kualitas pelayanan, kualitas produk, dan fasilitas terhadap kepuasan konsumen Woshmie Kota Tanjungpinang. Populasi yang digunakan adalah seluruh pelanggan Woshmie dari bulan Januari-Desember 2025. Penelitian ini menggunakan sebanyak 108 responden. Penelitian ini menggunakan metode kuantitatif *non-probability sampling* dengan teknik *purposive sampling* atau *accidental sampling*, serta data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa kualitas pelayanan, kualitas produk, dan fasilitas berpengaruh positif dan signifikan terhadap kepuasan konsumen, baik secara parsial maupun simultan. Ketiga variabel tersebut berkontribusi sebesar 49,7% terhadap kepuasan konsumen, sedangkan 50,3% dipengaruhi faktor lain.

Kata Kunci: Kualitas Pelayanan, Kualitas Produk, Fasilitas, Kepuasan Konsumen.



ABSTRACT

This study aims to analyze the influence of service quality, product quality, and facilities on consumer satisfaction at Woshmie in Tanjungpinang City. The study population consists of all Woshmie customers from January to December 2025, with a sample size of 108 respondents. A quantitative approach utilizing non-probability sampling specifically purposive or accidental sampling was employed data were collected via questionnaires and analyzed using multiple linear regression. The results indicate that service quality, product quality, and facilities have a positive and significant effect on consumer satisfaction, both individually and simultaneously. These three variables contribute 49.7% to consumer satisfaction, while the remaining 50.3% is influenced by other factors.

Keywords: Service Quality, Product Quality, Facilities, Consumer Satisfaction.

