

## ABSTRAK

Penelitian ini berjudul “Pengaruh Harga dan dimensi kualitas pelayanan terhadap kepuasan konsumen pada konter pratama cell di kureksari” yang bertujuan untuk mengetahui pengaruh secara parsial maupun simultan Harga, *Tangibility*, *Reliability*, *Responsiveness*, *Assurance*, dan *Emphaty* terhadap kepuasan konsumen .Penelitian ini menggunakan jenis penelitian kuantitatif dengan jumlah sampel penelitian sebanyak 70 responden. Metode pengumpulan data yang digunakan adalah survey lapangan, kuisisioner dan dokumentasi dan dianalisis menggunakan analisis regresi, uji t, uji f dan uji r dengan bantuan aplikasi SPSS 26. Hasil penelitian ini menunjukkan bahwa Harga berpengaruh secara parsial terhadap Kepuasan Konsumen sebesar 0,290. Sedangkan *Tangibility* berpengaruh secara parsial terhadap Kepuasan Konsumen sebesar 0,338, *Reliability* berpengaruh secara parsial terhadap Kepuasan Konsumen sebesar 0,227, *Responsiveness* berpengaruh secara parsial terhadap Kepuasan Konsumen sebesar 0,350, *Assurance* berpengaruh secara parsial terhadap Kepuasan Konsumen sebesar 0,230 terhadap kepuasan konsumen, dan *Emphaty* berpengaruh secara parsial terhadap Kepuasan Konsumen sebesar 0,364 terhadap kepuasan konsumen. Harga, *Tangibility*, *Reliability*, *Ressponsiveness*, *Assurance*, dan *Emphaty* berpengaruh secara simultan terhadap kinerja karyawan sebesar 30,433.

**Kata Kunci : Harga, *Tangibility*, *Reliability*, *Responsiveness*, *Assurance*, *Emphaty*, Kepuasan konsumen**

## ABSTRACT

This study entitled "The effect of price and service quality dimensions on customer satisfaction at the cell pratama counter in Kureksari" which aims to determine the partial or simultaneous effect of Price, *Tangibility*, *Reliability*, *Responsiveness*, *Assurance*, and *Empathy* on consumer satisfaction. This study uses this type of research. quantitative research with a total sample of 70 respondents. Data collection methods used are field surveys, questionnaires and documentation and analyzed using regression analysis, t test, f test and r test with the help of SPSS 26 application. The results of this study indicate that price has a partial effect on consumer satisfaction of 0.290. While *Tangibility* Partially influence on Consumer Satisfaction of 0.338, *Reliability* Partially affect on Consumer Satisfaction of 0.227, *Responsiveness* Partially affect on Consumer Satisfaction of 0.350, *Assurance* partially affect Consumer Satisfaction of 0.230 on consumer satisfaction, and *Empathy* partially influence on Customer Satisfaction of 0.364 to consumer satisfaction. Price, *Tangibility*, *Reliability*, *Responsiveness*, *Assurance*, and *Empathy* have a simultaneous effect on employee performance of 30.433.

**Keywords:** Price, *Tangibility*, *Reliability*, *Responsiveness*, *Assurance*, *Empathy*, *Consumer satisfaction*