

# **PENGARUH KUALITAS PRODUK DAN PERSEPSI HARGA TERHADAP KEPUASAN KONSUMEN UMKM**

## **ABSTRAK**

Penelitian ini dilatarbelakangi oleh adanya persaingan yang semakin ketat pada industri UMKM kuliner, khususnya pada UMKM Fandika Fried Chicken di Kecamatan Medan Polonia. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan persepsi harga, baik secara parsial maupun simultan, terhadap kepuasan konsumen pada UMKM Fandika Fried Chicken. Metode penelitian yang digunakan adalah konsumen yang telah melakukan pembelian minimal dua kali, dengan jumlah sampel sebanyak 83 responden yang ditentukan melalui rumus Slovin dan teknik purposive sampling. Data dikumpulkan menggunakan kuesioner berskala Likert dan dianalisis melalui uji validitas, reliabilitas, regresi linear berganda, uji t, uji F, serta koefisien determinasi ( $R^2$ ). Hasil penelitian menunjukkan bahwa kualitas produk dan persepsi harga secara parsial berpengaruh positif dan signifikan terhadap kepuasan konsumen. Secara simultan, kedua variabel tersebut juga berpengaruh signifikan terhadap kepuasan konsumen. Hal ini menegaskan bahwa peningkatan kualitas produk yang konsisten serta penetapan harga yang sesuai dengan persepsi nilai konsumen mampu meningkatkan kepuasan konsumen UMKM Fandika Fried Chicken. Nilai koefisien determinasi menunjukkan bahwa kualitas produk dan persepsi harga mampu menjelaskan kepuasan konsumen sebesar 57,1%, sedangkan sisanya 42,9% dipengaruhi oleh faktor lain diluar model penelitian.

**Kata kunci: Kualitas Produk, Persepsi Harga, Kepuasan Konsumen, UMKM.**

***THE EFFECT OF PRODUCT QUALITY AND PRICE  
PERCEPTION ON CONSUMER SATISFACTION IN MICRO,  
SMALL, AND MEDIUM ENTERPRISES (MSMEs)***

***ABSTRACT***

*This study is motivated by the increasingly intense competition among culinary MSMEs, particularly Fandika Fried Chicken in Medan Polonia District.. Therefore, this research aims to analyze the effect of product quality and price perception, both partially and simultaneously, on consumer satisfaction at Fandika Fried Chicken. The research employs a quantitative associative approach. The population consists of consumers who have purchased at least twice, with a total sample of 83 respondents determined using the Slovin formula and purposive sampling technique. Data were collected through Likert-scale questionnaires and analyzed using validity and reliability tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination ( $R^2$ ). The findings reveal that product quality and price perception each have a positive and significant effect on consumer satisfaction. Simultaneously, both variables also significantly influence consumer satisfaction. These results indicate that maintaining consistent product quality and setting prices that align with consumers' perceived value are essential in enhancing consumer satisfaction and sustaining the MSME business. The coefficient of determination ( $R^2$ ) indicates that product quality and price perception account for 57.1% of consumer satisfaction, while the remaining 42.9% is influenced by other factors outside the research model.*

***Keywords: Product Quality, Price Perception, Consumer Satisfaction, MSMEs.***