

ABSTRAK

Araya Digital Printing, Graono Digital Printing, Alvaz Printing Solution merupakan perusahaan atau usaha di bidang jasa percetakan digital di kabupaten Lumajang. Penelitian ini dilakukan dengan tujuan untuk mengetahui sejauh mana pengaruh kualitas pelayanan, harga dan lokasi terhadap kepuasan pelanggan *Araya Digital Printing, Graono Digital Printing, Alvaz Printing Solution* Di Kabupaten Lumajang). Pendekatan yang digunakan dalam penelitian ini adalah metode kuantitatif, dengan melibatkan 81 responden yang diminta untuk mengisi kuesioner. Pengambilan sampel dilakukan dengan teknik purposive sampling. Untuk menganalisis data dan menguji hipotesis, digunakan metode regresi linier berganda. Berdasarkan hasil uji parsial, ditemukan bahwa kualitas pelayanan, harga dan lokasi berpengaruh signifikan terhadap kepuasan pelanggan *Araya Digital Printing, Graono Digital Printing, Alvaz Printing Solution* Di Kabupaten Lumajang).

Kata Kunci : Kualitas pelayanan, harga, lokasi dan kepuasan pelanggan

ABSTRACT

Araya Digital Printing, Graono Digital Printing, and Alvaz Printing Solution are companies engaged in the field of digital printing services in Lumajang Regency. This study aims to determine the extent to which service quality, price, and location influence customer satisfaction at these three companies. The research employs a quantitative approach, involving 81 respondents who were asked to fill out a questionnaire. The sampling technique used is purposive sampling. To analyze the data and test the hypotheses, multiple linear regression analysis was applied. Based on the results of the partial test (t-test), it was found that service quality, price, and location each have a significant effect on customer satisfaction at Araya Digital Printing, Graono Digital Printing, and Alvaz Printing Solution in Lumajang Regency.

Keywords: *Service quality, Price, Location, Customer satisfaction*