

JUDUL: HARGA, KUALITAS PRODUK, INFORMASI PRODUK,  
KEPUASAN KONSUMEN DAN PERILAKU KONSUMEN  
PADA PRODUK SUSU ULTRA MILK

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *price*, *product quality*, dan *information on product packaging* terhadap *customer satisfaction* serta dampaknya terhadap *consumer buying behaviour* pada produk susu Ultra Milk. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, dan analisis data dilakukan menggunakan *Structural Equation Modeling – Partial Least Squares (SEM-PLS)*. Responden dalam penelitian ini adalah konsumen di Indonesia yang pernah membeli dan mengonsumsi produk Ultra Milk dalam tiga bulan terakhir. Hasil penelitian menunjukkan bahwa *price*, *product quality*, dan *information on product packaging* berpengaruh positif terhadap *customer satisfaction*. Selanjutnya, *customer satisfaction* terbukti berpengaruh signifikan terhadap *consumer buying behaviour* serta berperan sebagai variabel mediasi yang memperkuat hubungan antara variabel independen dan keputusan pembelian. Di antara faktor yang diteliti, *product quality* dan persepsi kewajaran *price* memiliki peran penting dalam membentuk kepuasan yang pada akhirnya mendorong niat pembelian ulang.

Kata kunci: *Price, Product Quality, Information on Product Packaging, Customer Satisfaction, Consumer Buying Behaviour*.

TITLE: PRICE, PRODUCT QUALITY, PRODUCT INFORMATION,  
CUSTOMER SATISFACTION AND CONSUMER BUYING  
BEHAVIOUR ON ULTRA MILK PRODUCTS

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### **ABSTRACT**

This study aims to analyze the influence of price, product quality, and information on product packaging on customer satisfaction and their impact on consumer buying behaviour in Ultra Milk products. This research uses a quantitative approach with a survey method, and data analysis is conducted using Structural Equation Modeling – Partial Least Squares (SEM-PLS). The respondents in this study are consumers in Indonesia who have purchased and consumed Ultra Milk products within the last three months. The results show that price, product quality, and information on product packaging have a positive effect on customer satisfaction. Furthermore, customer satisfaction has a significant influence on consumer buying behaviour and acts as a mediating variable that strengthens the relationship between the independent variables and purchasing decisions. Among the examined factors, product quality and perceived price fairness play important roles in shaping satisfaction, which subsequently encourages repeat purchase intention.

Keywords: Price, Product Quality, Information on Product Packaging, Customer Satisfaction, Consumer Buying Behaviour.