

ABSTRAK

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PENGARUH KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI UMAMI SNACK N PASTRY, MEDAN

(xv + 134 halaman; 14 gambar; 37 tabel; 10 lampiran)

Saat ini, persaingan yang dialami tiap perusahaan terasa semakin ketat. Apalagi, banyak perusahaan mulai berlomba-lomba demi memenangkan hati para pelanggan dan membuat mereka puas. Kesalahan kecil saja pada kualitas makanan maupun pelayanan akan berdampak besar pada kepuasan pelanggan. Pelanggan akan langsung kecewa, beralih ke kompetitor, dan menyebarkan rumor buruk tentang perusahaan. Oleh karena itu, dalam penelitian ini, penulis mencoba mencari tahu pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan pelanggan di Umami Snack n Pastry, Medan agar mengatasi masalah kepuasan pelanggannya.

Untuk itu, penulis menggunakan desain penelitian deskriptif kuantitatif kausal. Pengumpulan data dilakukan dengan mewawancarai pemiliknya serta menyebarkan kuesioner kepada 103 pelanggan Umami dengan 30 orang untuk *pre test* dan 73 orang lainnya untuk *main test*. Pengambilan sampel dilakukan secara *purposive sampling*. Syaratnya, sudah membeli minimal dua kali dalam setahun dan 18 tahun ke atas. Data ini kemudian dianalisis dengan SPSS ver. 25.0 untuk beberapa uji statistik, termasuk tabel dan grafik.

Berdasarkan keluaran SPSS, penulis menyimpulkan terdapat pengaruh positif dan kuat antara kualitas produk (X_1) maupun kualitas pelayanan (X_2) terhadap kepuasan pelanggan Umami baik secara parsial (t hitung $X_1 = 2,429$ dan t hitung $X_2 = 8,318 > t$ tabel = 1,994 serta signifikan $X_1 = 0,018$ dan $X_2 = 0,000$) maupun simultan (F hitung = 39,471 > F tabel = 3,137 serta signifikan 0,000). Selain itu, 51,7% kepuasan pelanggan dipengaruhi kualitas produk dan kualitas pelayanan, namun 48,3% lainnya oleh faktor lain. Terakhir, penulis merekomendasikan Umami untuk diferensiasi produk, fokus melayani pesanan khusus, serta membuat kejutan istimewa agar kepuasan lebih maksimal.

Kata Kunci: kualitas produk, kualitas pelayanan, kepuasan pelanggan, Umami Snack n Pastry

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ABSTRACT

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THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY TOWARD CUSTOMER SATISFACTION IN UMAMI SNACK N PASTRY, MEDAN

(xv + 134 pages; 14 figures; 37 tables; 10 appendixes)

Nowadays, the competition faced by each company is intense. Moreover, companies are competing to win customers' hearts and satisfy them. Even a small error in the food and service will impact immensely on customer satisfaction. Customers will be directly disappointed, shift to competitors, and gossiping the company. Therefore, the author tries to investigate the effect of product quality and service quality toward customer satisfaction at Umami Snack n Pastry, Medan to overcome the customer satisfaction issue.

Furthermore, the author uses a causal quantitative descriptive research design. Data was collected by interviewing the owner and distributing questionnaires to 103 Umami customers with 30 people for pretest and 73 others for main test, with purposive sampling in terms of minimum two purchases within one year and at age 18 and above. Then, it was analyzed by SPSS ver. 25.0 for several statistical tests, including tables and graphs.

Based on the SPSS outputs, the author concludes that product quality (X1) and service quality (X2) have a positive and strong effect on Umami's customer satisfaction partially (t count $X_1 = 2.429$ and t count $X_2 = 8.318 > t$ table = 1.994; significant $X_1 = 0.018$ and $X_2 = 0.000$) and simultaneously (F count = 39.471 > F table = 3.137; significant = 0.000). In addition, 51.7% customer satisfaction is affected by product quality and service quality, while the rest 48.3% is affected by other factors. Finally, the author recommends Umami for product differentiation, focus on specific requests, and making surprises for maximum satisfaction.

Keywords: *product quality, service quality, customer satisfaction, Umami Snack n Pastry*

References: 18 (2017–2022)