

## **ABSTRACT**

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### **THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY TOWARDS CUSTOMERS SATISFACTION AT JANJI JIWA JILID 229 IN BINJAI**

(xvii 150 pages; 11 figures; 27 tables; 17 appendixes)

Coffee brands have grown significantly time over time in Indonesia. Hence, it is more challenging to maintain competitiveness in this industry. The sales of Janji Jiwa Jilid 229 in Binjai is declining since 2019. The reason behind this is because there have been complaints from customers regarding its Product Quality and Service Quality. Therefore, this research is aimed to identify the influence of Product Quality and Service Quality towards Customers Satisfaction at Janji Jiwa Jilid 229 in Binjai.

This research is using primary and secondary data through quantitative method, questionnaires are distributed to 100 respondents and is analyzed using SPSS version 26.0. Non-probability sampling is used which is limited to Janji Jiwa Jilid 229 customers, male or female at the age range of 18-60 years old, domiciled in Binjai and have purchased product from Janji Jiwa Jilid 229 for the last two years. The research model is being tested using normality, heteroscedasticity, multicollinearity and linearity test. Data is also analyzed using multiple linear regression. Lastly, hypothesis testing using F-Test and T-test are carried out to analyze data for this research.

The result of this research shows that Product Quality partially has no influence towards Customers Satisfaction. However, Service Quality partially has influence towards Customers Satisfaction. Simultaneously, Product Quality and Service Quality have significant influence towards Customers Satisfaction. From the result, it is advised that Janji Jiwa Jilid 229 Binjai should allocate its resources in maximizing its Service Quality since it is the variable that partially has influence towards Customers Satisfaction.

**Keywords: Product Quality, Service Quality, Customers Satisfaction**

References: 68 (2017-2022)

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*(xvii 150 halaman; 11 gambar; 27 tabel; 17 lampiran)*

*Merek kopi telah berkembang secara signifikan dari waktu ke waktu di Indonesia. Oleh karena itu, lebih menantang untuk mempertahankan daya saing di industri ini. Penjualan Janji Jiwa Jilid 229 di Binjai mengalami penurunan sejak tahun 2019. Penyebabnya adalah karena adanya keluhan dari pelanggan mengenai Kualitas Produk dan Kualitas Layanannya. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi pengaruh Kualitas Produk dan Kualitas Layanan terhadap Kepuasan Pelanggan pada Janji Jiwa Jilid 229 di Binjai.*

*Penelitian ini menggunakan data primer dan data sekunder melalui metode kuantitatif, kuesioner disebarkan kepada 100 responden dan dianalisis menggunakan SPSS versi 26.0. Non-probability sampling digunakan terbatas pada langganan Janji Jiwa Jilid 229, laki-laki atau perempuan dengan rentang usia 18-60 tahun, berdomisili di Binjai dan telah membeli produk Kontak Jiwa Volume 229 selama dua tahun terakhir. Model penelitian diuji dengan uji normalitas, heteroskedastisitas, multikolinearitas dan linieritas. Data juga dianalisis menggunakan regresi linier berganda. Terakhir, pengujian hipotesis menggunakan F-Test dan T-test dilakukan untuk menganalisis data untuk penelitian ini.*

*Hasil penelitian ini menunjukkan bahwa Kualitas Produk secara parsial tidak berpengaruh terhadap Kepuasan Pelanggan namun Kualitas Layanan secara parsial berpengaruh terhadap Kepuasan Pelanggan. Secara simultan, Kualitas Produk dan Kualitas Layanan berpengaruh signifikan terhadap Kepuasan Pelanggan. Dari hasil tersebut disarankan agar Janji Jiwa Jilid 229 di Binjai mengalokasikan sumber dayanya dalam memaksimalkan Kualitas Layanannya dikarenakan merupakan variabel yang secara parsial berpengaruh terhadap Kepuasan Pelanggan.*

***Kata kunci: Product Quality, Service Quality, Customers Satisfaction***

***Referensi: 68 (2017-2022)***