

ABSTRACT

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THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY TOWARD CUSTOMER SATISFACTION AT VOILAA COFFEE MEDAN

(xvi +97 pages; 4 figures; 27 tables; 14 appendixes)

According to the response received through customer google reviews, there were complaints about product quality and service quality given to Voilaa Coffee Medan at Voilaa Coffee only operates in 2019. This is the reason why researchers are interested in researching Voilaa Coffee.

Product quality and good service quality make customers happy and increase motivation for every employee to work optimally and productively. Good service quality will also improve product quality is good too. In this way, customer satisfaction can also be achieved.

This research uses quantitative research with descriptive and causal approach. Non-probability sampling method with convenience sampling technique was used to conduct sampling. Therefore, an unlimited population, of 44 respondents was used for this study.

The results of hypothesis testing indicate that the product quality and service quality variables both partially and simultaneously affect customer satisfaction. Product quality and service quality influence satisfaction Customers amounted to 93.2%. The validity, normality, multicollinearity, and heteroscedasticity tests have met the criteria. Multiple linear regression test produces an equation that is $Y = -1106 + 0.158X_1 + 0.369X_2$.

The researcher's recommendations for coffee shops are to focus on consumer needs, carry out promotions, know competitors, pay attention to employee performance, make regular employee training, be able to anticipate all problems properly, and provide facilities such as discounted prices on certain products.

Keywords: Product Quality, Service Quality, Customer Satisfaction

References: 19 (2017-2021)

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(xvi +97 halaman; 4 gambar; 27 tabel; 14 lampiran)

Menurut respon yang diterima melalui customer google review, terdapat keluhan terhadap product quality dan service quality yang diberikan kepada Voilaa Coffee Medan pada Voilaa Coffee baru beroperasi pada tahun 2019. Ini merupakan penyebab peneliti tertarik untuk meneliti Voilaa Coffee.

Product quality serta service quality yang baik membuat pelanggan senang dan meningkatkan motivasi kepada setiap karyawan untuk bekerja secara maksimal dan produktif. Dengan service quality yang baik juga akan meningkatkan product quality yang baik juga. Dengan begitu, maka kepuasan pelanggan juga dapat dicapai.

Penelitian ini menggunakan penelitian kuantitatif dengan pendekatan deksriptif dan kausal. Metode non-probability sampling dengan teknik convenience sampling digunakan untuk melakukan sampling. Oleh karena itu populasi tidak terbatas, 44 responden digunakan untuk penelitian ini.

Hasil pengujian hipotesis menunjukkan bahwa variabel product quality dan service quality baik secara sebaigian serta simultan berpengaruh terhadap kepuasan pelanggan. Product quality dan service quality mempengaruhi kepuasan Pelanggan sebesar 93.2%. Pada uji validitas, normalitas, multikolinearitas, heterokedasitas telah memenuhi kriteria. Uji regresi linear berganda menghasilkan persamaan yaitu $Y = -1106 + 0.158X_1 + 0.369X_2$.

Rekomendasi peneliti untuk coffeeshop adalah fokus terhadap kebutuhan konsumen, melakukan promosi, mengenal para pesaing, memperhatikan kinerja karyawan, membuat training rutin karyawan, mampu mengantisipasi segala masalah dengan baik serta menyediakan fasilitas seperti potongan harga pada produk tertentu.

Kata Kunci: Kualiatas Produk, Kualitas Pelayanan, Kepuasan Pelanggan

Referensi: 19 (2017-2021)