

ABSTRACT

ANDRIEN PRATAMA

03013170054

THE INFLUENCE OF PRODUCT QUALITY TOWARDS CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT D'RAJA COFFEE GATOT SUBROTO MEDAN

(xvi+ 109 pages; 16 figures; 45 tables; 10 appendixes)

The research was held at D'Raja Coffee Gatot Subroto Medan. This research is measuring and evaluating the influence of product quality on the customers satisfaction and customer loyalty.

The research theory that is adopted to the theory that is relevant to product quality, customers satisfaction and customer loyalty.

The method implemented by the writer is a quantitative analysis practice with the data gathered through primary and secondary data. The data is gathered through questionnaire, interview, and observation. The author used 64 customers as sample. This research also associated with convenience sampling method which used population number as the sample number to be analyzing through SPSS. Interval scale is implemented as the scaling data was gathered through the distribution of questionnaires customers in measuring the variables.

Product Quality influences the Customer Satisfaction and Customer Loyalty at D'Raja Coffee Gatot Subroto Medan. The research shows the Coefficient of Determination results which can be identified through Adjusted R-square value of 0.655 which gives explanation that 65.5% of the dependent variable which is Customer Loyalty at D'Raja Coffee Gatot Subroto Medan is able to be elaborated through Product Quality, the remain value which is 34.5% is elaborated through the variables that is not concluded in this study.

The Adjusted R-square value of 0.289 which explains that 28.9% of the dependent variable which is Customer Satisfaction at D'Raja Coffee Gatot Subroto Medan is able to be elaborated through Product Quality, the remain value which is 71.1% is elaborated through the variables that is not concluded in this study.

As the conclusion obtained from the research, it demonstrates that The Product Quality influences the Customer Satisfaction and Customer Loyalty at D'Raja Coffee Gatot Subroto Medan.

Keywords: Product Quality, Customer Satisfaction, Customer Loyalty

Reference: 67 (2012- 2021)

ABSTRAK

ANDRIEN PRATAMA

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PENGARUH KUALITAS PRODUK TERHADAP KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN PADA D'RAJA COFFEE GATOT SUBROTO MEDAN

(xvi+ 109 pages; 16 figures; 45 tables; 10 appendixes)

Penelitian ini diselenggarakan di D'Raja Coffee Gatot Subroto Medan dengan menguji dan menganalisa pengaruh kualitas produk terhadap kepuasan pelanggan dan loyalitas pelanggan.

Penelitian ini mengaplikasi teori yang berhubungan dengan variable penelitian tentang kualitas produk, kepuasan pelanggan dan loyalitas pelanggan.

Metode analisa kuantitatif merupakan teori yang digunakan pada penelitian ini dengan data penelitian yang diaplikasikan merupakan data primer dan sekunder. Metode pengumpulan diperoleh melalui pendistribusian kuesioner kepada pelanggan, wawancara dan observasi. Sampel penelitian yang digunakan berupa 64 pelanggan. Metode convenience sampling juga diterapkan dalam penelitian ini dengan mengambil jumlah populasi untuk dijadikan sebagai sampel dalam pengujian SPSS. Skala Interval merupakan skala yang digunakan dalam pengukuran variable.

Kualitas Produk memiliki pengaruh terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan pada D'Raja Coffee Gatot Subroto Medan. Melalui hasil penelitian menunjukkan hasil Uji Koefisien Determinasi yang diambil dari nilai Adjusted R-square sebesar 0.655 yang menjelaskan bahwa 65.5% variabel dependen Loyalitas Pelanggan pada D'Raja Coffee Gatot Subroto Medan yang dapat dijelaskan oleh variable Kualitas Produk. Sisanya yang berupa 34.5% yang dapat dijelaskan melalui variabel lain yang tidak dicantumkan dalam penelitian ini.

Melalui nilai Adjusted R-square sebesar 0.289 yang menjelaskan bahwa 28.9% variabel dependen Kepuasan Pelanggan pada D'Raja Coffee Gatot Subroto Medan yang dapat dijelaskan oleh variable Kualitas Produk. Sisanya yang berupa 71.1% yang dapat dijelaskan melalui variabel lain yang tidak dicantumkan dalam penelitian ini.

Melalui penelitian ini dapat disimpulkan adanya pengaruh Kualitas Produk terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan pada D'Raja Gatot Subroto Coffee Medan.

Kata kunci: Kualitas Produk, Kepuasan Pelanggan, Loyalitas Pelanggan
Daftar Pustaka: 67 (2012- 2021)