

***ANALISIS KEPUASAN KONSUMEN TERHADAP KUALITAS PRODUK
NITRO COLDBREW COFFEE “BAGE X KAMA” DENGAN METODE
CUSTOMER SATISFACTION INDEX***

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui atribut-atribut yang dianggap penting oleh konsumen dalam rangka mencapai kepuasan pelanggan, mengetahui tingkat kepuasan atau tingkat kesesuaian konsumen terhadap produk minuman nitro coldbrew di Bage X Kama, dan menentukan atribut-atribut yang perlu mendapatkan prioritas dari perusahaan untuk ditingkatkan agar mencapai kepuasan pelanggan. Variabel dan atribut yang digunakan adalah: 1) kualitas produk (warna minuman, aroma minuman, tekstur minuman, rasa minuman, dan umur simpan minuman), 2) kemasan produk (daya Tarik ilustrasi, warna kemasan, kemampuan kemasan melindungi produk, kepraktisan kemasan), 3) Harga produk. Identifikasi atribut yang diinginkan konsumen dianalisis dengan uji validitas dan reliabilitas; menggunakan 22 responden. Tingkat kepuasan pelanggan dianalisis dengan CSI (Customer Satisfaction Index); jumlah responden sebanyak 100 konsumen dengan teknik convenience sampling.

Kata kunci: Nitro Coldbrew, Customer Satisfaction, CSI

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***SATISFACTION ANALYSIS OF BAGE X KAMA'S NITRO COLDBREW
COFFEE PRODUCT QUALITY WITH CUSTOMER SATISFACTION
INDEX METHOD***

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ABSTRACT

This study aims to determine the attributes that are considered important by consumers in order to achieve customer satisfaction, determine the level of satisfaction or the level of consumer suitability for coldbrew nitro beverage products at Bage X Kama, and determine the attributes that need to get priority from the company to be improved so that achieve customer satisfaction. The variables and attributes used are: 1) product quality (beverage color, beverage aroma, beverage texture, beverage taste, and beverage shelf life), 2) product packaging (illustrative attractiveness, packaging color, packaging ability to protect products, practicality of packaging) , 3) The price of the product. The identification of the attributes that consumers want is analyzed by using validity and reliability tests; using 22 respondents. The level of customer satisfaction was analyzed by CSI (Customer Satisfaction Index); the number of respondents as many as 110 consumers with convenience sampling technique.

Keywords: Nitro Coldbrew, Customer Satisfaction, CSI

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