

## **PENGARUH KUALITAS PELAYANAN DAN PRODUK TERHADAP KEPUASAN KONSUMEN DAGING AYAM di AGRAPANA YOGYAKARTA**

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### **INTISARI**

Pada era pandemi, produk atau jasa yang bersaing dalam satu pasar semakin masif sehingga menyebabkan terjadinya persaingan antar produsen untuk dapat memenuhi kebutuhan konsumen serta memberikan kepuasan kepada pelanggan secara maksimal. Kepuasan pelanggan dipengaruhi oleh kualitas produk dan kualitas pelayanan. Tujuan penelitian ini yaitu untuk Mengetahui kualitas produk di Meatshop Agrapana Yogyakarta. Mengetahui kualitas produk dan pelayanan di Meatshop Agrapana Yogyakarta. Mengetahui pengaruh kualitas produk terhadap kepuasan konsumen di Meatshop Agrapana Yogyakarta. Penelitian ini menggunakan data primer dengan deskriptif kuantitatif. Teknik pengambilan sampel dengan acak, metode yang digunakan yaitu purposive sampling dengan banyak populasi yaitu 48 responden. Persyaratan responden yaitu berusia minimal 21 tahun dan sudah membeli lebih dari 5 kali. Pengumpulan data dilakukan dengan mewawancarai responden dengan kuesioner terstruktur. Data hasil penelitian kemudian diuji likert kemudian diuji analisis regresi linier berganda. Hasil yang diperoleh dalam penelitian ini pada kualitas pelayanan diperoleh nilai indeks sebesar 47,7. Nilai indeks kualitas produk pada penelitian ini sebesar 47. Nilai indeks pada kepuasan pelanggan diperoleh 47,5. Nilai persamaan hasil persamaan regresi kualitas pelayanan  $Y=6,282+0,905x$  dan kualitas produk  $Y=3,962+0,219x$ . Rata-rata nilai indeks kualitas pelayanan di Agrapana meatshop masuk dalam kategori tinggi. Pelanggan yang datang ke Agrapana meatshop merasakan kepuasan. Nilai indeks dari kepuasan pelanggan termasuk dalam kategori tinggi, artinya pelanggan puas akan pelayanan di Agrapana meatshop. Kualitas pelayanan nyata, dimana semakin baik kualitas pelayanan dan produk akan semakin baik kepuasan pelanggan.

Kata kunci: Kualitas Pelayanan, Kualitas Produk, Kepuasan, Konsumen

## **THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CHICKEN MEAT CONSUMER SATISFACTION IN AGRAPANA YOGYAKARTA**

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### **ABSTRACT**

In the pandemic era, products or services that compete in one market are increasingly massive, causing competition between producers to be able to meet consumer needs and provide maximum satisfaction to customers. Customer satisfaction is influenced by product quality and service quality. The purpose of this study is to determine the quality of the product at the Agrapana Meatshop Yogyakarta. Knowing the quality of products and services at Meatshop Agrapana Yogyakarta. Knowing the effect of product quality on consumer satisfaction at Meatshop Agrapana Yogyakarta. This study uses primary data with quantitative descriptive. The sampling technique was random, the method used was purposive sampling with a large population of 48 respondents. Respondent requirements are at least 21 years old and have purchased more than 5 times. Data was collected by interviewing respondents with a structured questionnaire. The research data were then tested by Likert and then tested by multiple linear regression analysis. The results obtained in this study on service quality obtained an index value of 47,7. The product quality index value in this study was 47. The index value on customer satisfaction is 47,5. The equation value of the service quality regression equation  $Y_{\text{pelayanan}} = 6,282 + 0,905x$  and the product quality is  $Y = 3,962 + 0,219x$ . The average value of the service quality index at Agrapana meatshop is in the high category. Customers who come to Agrapana meatshop feel satisfaction. The index value of customer satisfaction is included in the high category, meaning that customers are satisfied with the service at Agrapana meatshop. Real service quality, where the better the quality of service and products, the better customer satisfaction.

Key word: Service Quality, Product Quality, Satisfaction, Customer