

ABSTRACT

PENGARUH KUALITAS PRODUK DAN PELAYANAN PADA KEPUASAN PELANGGAN DI WARUNG KOPI TRADISIONAL "KOPI MENOREH PAK ROHMAT", KULON PROGO, DAERAH ISTIMEWA YOGYAKARTA

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Berdasarkan pusat data dan sistem informasi kementerian pertanian, konsumsi kopi nasional sepanjang periode 2016 - 2021 diprediksi tumbuh rata – rata 8,22% / tahun. Pada 2021, pasokan kopi diprediksi mencapai 795 ributon dengan konsumsi 370 ribu ton. Pada Tabel 1 dapat dilihat tingkat konsumsi kopi di Indonesia mengalami kenaikan. Penelitian ini merupakan penelitian kuantitatif yaitu penelitian yang datanya berbentuk angka.

Teknik Pengumpulan data dilakukan dengan observasi, wawancara, kuesioner, dan juga studi pustaka, dalam penelitian ini meliputi: analisis karakteristik responden, dan analisis statistik deskriptif mengenai kategori variabel penelitian yang dihitung berdasarkan skor *mean* (rata-rata) ideal, dan nilai standar deviasi ideal masing-masing variabel penelitian.

Uji validitas digunakan untuk mengukur valid tidaknya suatu kuesioner. Uji reliabilitas dilakukan menggunakan Cronbach's alpha (α). Instrumen dikatakan reliabel apabila nilai *cronbach alpha* ≥ 0 . Uji asumsi klasik meliputi uji normalitas, uji linieritas, uji multikolinieritas, dan uji heteroskedastisitas. Uji kelayakan model (*goodness of fit*). Uji ini dilakukan untuk mengetahui apakah model regresi yang diterapkan dan dilakukan pada penelitian ini dapat dikatakan layak untuk digunakan.

Variabel kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen. Hal ini dapat dilihat dari nilai koefisien regresi (*beta*) pada variabel kualitas produk sebesar 0,264 dengan signifikansi 0,00 0,05. Variabel kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen. Hal ini dapat dilihat dari nilai koefisien regresi (*beta*) pada variabel kualitas pelayanan sebesar 0,446 dengan signifikansi 0,00 0,05. Variabel kualitas produk dan kualitas pelayanan, secara bersama-sama berpengaruh positif dan signifikan terhadap kepuasan konsumen. Hal ini dapat diketahui dari hasil uji F yang menunjukkan nilai F hitung sebesar 12,021 dengan signifikansi sebesar 0,000 0,05.

Kata kunci: Kepuasan pelanggan, kualitas produk, kualitas pelayanan, uji validitas, uji reliabilitas.

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY AND SERVICE ON CUSTOMER SATISFACTION AT THE TRADITIONAL COFFEE STORE "KOPI MENORH PAK ROHMAT", KULON PROGO, SPECIAL REGION OF YOGYAKARTA

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Based on the data center and information system of the ministry of agriculture, national coffee consumption during the 2016 - 2021 period is predicted to grow at an average – average 8.22% / year. In 2021, coffee supply is predicted to reach 795 thousand tons with consumption of 370 thousand tons. In Table 1 it can be seen that the level of coffee consumption in Indonesia has increased. This research is a quantitative research, namely research in which the data is in the form of numbers.

Data collection techniques were carried out by observation, interviews, questionnaires, and also literature study, in this study included: analysis of the characteristics of the respondents, and descriptive statistical analysis regarding the research variable categories which were calculated based on the ideal mean (average) score, and the ideal standard deviation value each research variable.

Validity test is used to measure whether a questionnaire is valid or not. The reliability test was carried out using Cronbach's alpha (α). The instrument is said to be reliable if the Cronbach alpha value is ≥ 0 . The classic assumption test includes the normality test, linearity test, multicollinearity test, and heteroscedasticity test. Model feasibility test (goodness of fit). This test was conducted to find out whether the regression model applied and carried out in this study can be said to be feasible to use

Product quality variable has a positive and significant effect on consumer satisfaction. This can be seen from the value of the regression coefficient (beta) on the product quality variable of 0.264 with a significance of 0.00 0.05. The service quality variable has a positive and significant effect on customer satisfaction. This can be seen from the value of the regression coefficient (beta) on the service quality variable of 0.446 with a significance of 0.00 0.05. Variables of product quality and service quality, together have a positive and significant effect on customer satisfaction. This can be seen from the results of the F test which shows a calculated F value of 12.021 with a significance of 0.000 0.05

Keywords: customer satisfaction, product quality, service quality, validity test, reliability test.