

## ANALISIS TINGKAT KEPUASAN KONSUMEN SATE AYAM PONOROGO DARI SISI PELAYANAN DI KABUPATEN PONOROGO JAWA TIMUR

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### INTISARI

Produk sate ayam yang bersaing dalam satu pasar semakin meningkat sehingga menyebabkan terjadinya persaingan antar produsen untuk dapat memenuhi kebutuhan konsumen serta memberikan kepuasan kepada konsumen secara maksimal. Penelitian ini bertujuan untuk mengukur tingkat kepuasan konsumen dan pengaruh pelayanan terhadap tingkat kepuasan konsumen pada Rumah Makan Sate Ayam Ponorogo. Lokasi penelitian di Kecamatan Ponorogo, Kabupaten Ponorogo, Jawa Timur. Penelitian pada bulan Agustus sampai September 2024. Pengumpulan data primer melalui Google Form dengan kuesioner tertutup. Analisis data secara deskriptif kuantitatif. Pengambilan sampel sebanyak 100 responden yang menjadi konsumen Sate Ayam Ponorogo berdasar pertimbangan frekuensi pembelian minimal satu kali dalam satu bulan. Pengujian kuesioner pengaruh pelayanan terhadap kepuasan konsumen dengan regresi linear berganda menggunakan uji validitas dan reliabilitas pada semua butir pernyataan, kemudian dilanjutkan analisis dengan *Three Box Method*. Uji asumsi klasik untuk mengetahui ada tidaknya penyimpangan asumsi klasik pada model regresi linear berganda. Hasil penelitian menunjukkan bahwa semua aspek pelayanan berada pada rerata nilai bagus dengan nilai bukti fisik (4,07), keandalan (4,36), daya tanggap (4,26), jaminan (4,32), empati (4,34). Atribut kualitas pelayanan yang tertinggi yaitu keandalan dan empati. Berdasarkan analisis regresi linear berganda nilai R square sebesar 66,30% dan variabel kualitas pelayanan berpengaruh nyata ( $P \leq 0,05$ ) meliputi daya tanggap dan jaminan. Variabel kualitas pelayanan berpengaruh sangat nyata ( $P \leq 0,01$ ) meliputi bukti fisik, keandalan serta empati.

Kata kunci: Bukti Fisik, Daya Tanggap, Empati, Jaminan dan Keandalan, Kepuasan Konsumen

## **ANALYSIS OF CONSUMER SATISFACTION LEVEL FOR PONOROGO CHICKEN SATAY SERVICE SIDE IN PONOROGO REGENCY, EAST JAVA**

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### **ABSTRACT**

Chicken satay products competing in one market are increasing, causing competition between producers to be able to meet consumer needs and provide maximum consumer satisfaction. This research aims to measure the level of consumer satisfaction and the influence of service on the level of consumer satisfaction at the Ponorogo Chicken Satay Restaurant. The research location is in Ponorogo District, Ponorogo Regency, East Java. Research from August to September 2024. Primary data collection via Google Form with closed questionnaire. Data analysis is quantitative descriptive. A sample of 100 respondents who were consumers of Ponorogo Chicken Satay was taken based on consideration of purchasing frequency at least once a month. Testing the questionnaire on the influence of service on customer satisfaction with multiple linear regression using validity and reliability tests on all statement items, then continued with analysis using the Three Box Method. Classical assumption test to determine whether there are deviations from classical assumptions in the multiple linear regression model. The research results show that all aspects of service have a good average score with physical evidence (4.07), reliability (4.36), responsiveness (4.26), assurance (4.32), empathy (4.34). . The highest service quality attributes are reliability and empathy. Based on multiple linear regression analysis, the R square value is 66.30% and service quality variables have a significant effect ( $P \leq 0.05$ ) including responsiveness and guarantee. Service quality variables have a very significant effect ( $P \leq 0.01$ ) including physical evidence, reliability and empathy.

**Keywords:** Assurance, Consumer Satisfaction, Empathy, Reliability, Responsiveness and Tangibles