

ANALYSIS OF THE EFFECT OF QUALITY ATTRIBUTES TOWARD CUSTOMER SATISFACTION AND LOYALTY IN SMALL AND MEDIUM BAKERY ENTERPRISES IN YOGYAKARTA

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ABSTRACT

Nowadays, the small and medium enterprises have become part of the successful industry progress of a country. As all we know the bigger the population growth is, then it will affects the high demand of the food needed, for example bakery products that consist of breads or cakes. Therefore small and medium enterprises still have a lot of potential chances to expanding their business especially from their quality attributes which could affect the customer satisfaction and loyalty. This research's purposes are to get to know how much is quality attributes such as brand, taste, service, and *customer relationship management* affect the customer satisfaction and loyalty, and to get to know which of the following quality attributes that significantly affect the customer satisfaction and loyalty.

Analyses were performed using *Structural Equation Modeling* (SEM) with a software called LISREL 8.50. About 120 respondents were involved in this research, using purposive sampling method. In this research, for about six latent variables were formed. Those variables are brand attribute, taste attribute, service attribute, CRM attribute, customer satisfaction attribute, and customer loyalty attribute. Then the research model will be tested by using *Goodness of Fit* test.

The final result shows us that the final model still has six attributes. From the final model's hypothesis, all of the quality attributes show a significant relationship with customer satisfaction, as well as customer satisfaction also has a significant relationship with customer loyalty. The dominant variable is P8 (the servant is so friendly with the customer). So with that result, the suggestion is to give more attention and increase in the taste attribute quality because it has the lowest effect among all of the attributes that will affect the customer satisfaction and loyalty. Especially from the aspect of diversity sell products.

Keywords: Quality Attributes, Customer Satisfaction, Customer Loyalty, Structural Equation Modeling

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ANALISIS PENGARUH ATRIBUT MUTU TERHADAP KEPUASAN DAN LOYALITAS KONSUMEN DI UKM BAKERY YOGYAKARTA

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ABSTRAK

Salah satu aspek yang menjadi pondasi kemajuan industri suatu negara adalah industri kecil dan menengah, atau yang biasa disebut Usaha Kecil Menengah (UKM). Meningkatnya jumlah penduduk di Indonesia berdampak pada semakin meningkatnya kebutuhan permintaan produk pangan, salah satunya yaitu produk *bakery* atau roti dan kue. Sehingga industri *bakery* yang masih tergolong kecil dan menengah masih dapat dilakukan pengembangan dari segi atribut mutunya sehingga dapat mempengaruhi kepuasan dan loyalitas konsumen. Penelitian ini bertujuan untuk mengetahui besar pengaruh atribut mutu seperti merek, rasa, pelayanan dan CRM terhadap kepuasan dan loyalitas konsumen produk *bakery* berbasis usaha kecil menengah di Provinsi Daerah Istimewa Yogyakarta, serta mengetahui variabel atribut mutu yang paling signifikan berpengaruh terhadap kepuasan dan loyalitas konsumen.

Analisis dilakukan dengan menggunakan metode *Structural Equation Modeling* (SEM) menggunakan *software* LISREL 8.50. Responden yang terlibat dalam penelitian ini sebanyak 120 responden dengan metode *purposive sampling*. Model awal yang disusun memiliki enam buah variabel laten meliputi atribut merek, rasa, pelayanan, CRM, kepuasan konsumen dan loyalitas konsumen. Model yang telah disusun kemudian diuji kecocokkannya melalui uji *Goodness of Fit*.

Model akhir dalam penelitian ini memiliki enam buah variabel laten yaitu merek, rasa, pelayanan, CRM, kepuasan konsumen, serta loyalitas konsumen. Hasil uji hipotesis dari model akhir menunjukkan bahwa variabel merek, rasa, pelayanan, dan CRM berpengaruh signifikan terhadap kepuasan konsumen dan kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen. Variabel dominan yang berpengaruh adalah P8 (pelayan ramah dalam melayani konsumen). Usulan perbaikan yang diajukan adalah agar perusahaan meningkatkan atribut mutu citarasa yang relatif masih memiliki nilai korelasi rendah (pengaruhnya kecil) terhadap terciptanya kepuasan dan loyalitas konsumen, terutama dari keragaman jenis produk yang dijual.

Kata kunci: Atribut Mutu, Kepuasan Konsumen, Loyalitas Konsumen, *Structural Equation Modeling*

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