

ABSTRAK

MOCHAMMAD IRVANDI PUTRA.NIM 2020116054. Pengaruh Kualitas Pelayanan dan Kualitas Produk Terhadap Kepuasan Pelanggan di Bento Kopi UI Depok

Dibawah bimbingan Ibu Hj. Uuh Sukaesih. Ir, M.Si.

Penelitian ini dilatarbelakangi oleh beberapa permasalahan yang dihadapi Bento Kopi UI Depok, yaitu Kualitas Pelayanan yang kurang baik dan Kualitas Produk yang tidak sesuai harapan. Hal ini berpotensi melemahkan Kepuasan Pelanggan, menghambat pendapatan bisnis Bento Kopi, dan memperbesar risiko kehilangan pelanggan di tengah persaingan industri Coffeshop yang semakin ketat. Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Pelayanan dan Kualitas Produk Terhadap Kepuasan Pelanggan di Bento Kopi UI Depok. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan analisis regresi berganda. Data dikumpulkan dengan menyebarkan kuesioner secara offline melalui Google Form kepada 100 responden di Bento Kopi yang kriteria maksimal dalam waktu tiga bulan terakhir mengkonsumsi kopi di Bento Kopi UI Depok. Data dianalisis menggunakan software SPSS

Hasil penelitian menunjukkan bahwa (1) Kualitas Pelayanan dan Kualitas Produk bersama-sama berpengaruh signifikan terhadap Kepuasan Pelanggan di Bento Kopi UI Depok.(2) secara parsial, Kualitas Pelayanan dan Kualitas Produk berpengaruh signifikan terhadap Kepuasan Pelanggan. Koefisien determinasi (R^2

) sebesar 0,753.

Hal ini berarti kontribusi Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan Pelanggan adalah 75,3%, hal ini menegaskan bahwa kualitas pelayanan dan kualitas produk yang dirasakan memiliki dampak yang signifikan terhadap tingkat kepuasan pelanggan di Bento Kopi. sedangkan sisanya 24,7% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: Kualitas Pelayanan, Kualitas Produk, Kepuasan Pelanggan, Bento Kopi UI Depok.

ABSTRACT

MOCHAMMAD IRVANDI PUTRA. NIM 2020116054. Impact of Service Quality and Product Quality on Customer Satisfaction at Bento Coffe UI Depok Under the guidance of Mother Hj. Uuh Sukaesih. Ir, M.Si.

This research is undermined by some of the problems faced by Bento Coffe UI Depok, namely poor Quality of Service and Product Quality that did not meet expectations.

This Potentially weakens Customer Satiisfaction, inhibits Bento Coffe's business revenue, and increases the risk of losing customers amid the growing competition of the coffeshop industry. This study aims to analyze the impact of Service Quality and Product Quality on Customer Satisfaction at Bento Coffe UI Depok. This Study uses a descriptive quantitative approach with double regression analysis. The data was collected by distributing the questionnaire offline via Google Form to 100 respondents

in Bento Coffe whose criteria were maximum in the last three months consuming coffee in Bento Coffee UI Depok. The data were analyzed using SPSS Software.

Research results show that (1) Quality of Service and Product Quality together have a significant impact on Customer Satisfaction at Bento Coffee UI Depok.(2) Partially, Quality of Services and Quality of Products have a major impact on customer satisfaction. The determination coefficient (R^2) is 0.753. This means that the contribution of Service Quality and Product Quality to Customer Satisfaction is 75.3%, which confirms that the quality of service and product quality perceived has a significant impact on customer satisfaction at Bento Coffee. whereas the remaining 24.7% is explained by other variables not studied in this study.

Keywords: Quality of Service, Product Quality, Customer Satisfaction, Bento Coffee UI Depok.