

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kualitas produk di Relatives Jakarta Coffee, menganalisis kualitas pelayanan di Relatives Jakarta Coffee, menganalisis kepuasan konsumen di Relatives Jakarta Coffee menganalisis pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen di Relatives Jakarta Coffee. Populasi pada penelitian ini adalah seluruh konsumen Relatives Jakarta Coffee. Teknik pengambilan sampel sebanyak 120 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitas. Teknik analisis data yang digunakan untuk menjawab hipotesis adalah regresi linear berganda. Hasil penelitian ini menunjukkan bahwa: (1) Terdapat Pengaruh positif kualitas produk terhadap kepuasan konsumen diperoleh koefisien regresi arah positif dan nilai t hitung $4.188 > 1.980$ nilai t tabel, dengan signifikan sebesar $0.000 < 0.05$. (2) Terdapat Pengaruh positif kualitas pelayanan terhadap kepuasan konsumen diperoleh koefisien regresi arah positif dan nilai t hitung $3.763 > 1.980$ nilai t tabel, dengan signifikan sebesar $0.000 < 0.05$. (3) Terdapat pengaruh kualitas produk, kualitas pelayanan secara bersama-sama terhadap kepuasan konsumen di Relatives Jakarta Coffee, dibuktikan dari nilai F hitung sebesar 240.668 dengan signifikansinya sebesar $0.000 < 0.05$.

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

ABSTRACT

This research aims to analyze product quality at Relatives Jakarta Coffee, analyze service quality at Relatives Jakarta Coffee, analyze consumer satisfaction at Relatives Jakarta Coffee and analyze the influence of product quality and service quality on consumer satisfaction at Relatives Jakarta Coffee. The population in this research is all consumers of Relatives Jakarta Coffee. The sampling technique was 120 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used to answer the hypothesis is multiple linear regression. The results of this research show that: (1) There is a positive influence of product quality on consumer satisfaction. The regression coefficient is positive and the calculated t value is $4,188 > 1,980$ t table value, with a significance of $0.000 < 0.05$. (2) There is a positive influence of service quality on consumer satisfaction. The regression coefficient is positive and the calculated t value is $3,763 > 1,980$ t table value, with a significance of $0.000 < 0.05$. (3) There is an influence of product quality and service quality together on consumer satisfaction at Relatives Jakarta Coffee, as evidenced by the calculated F value of 240,668 with a significance of $0.000 < 0.05$.

Keywords: Product Quality, Service Quality, and Consumer Satisfaction