

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh product quality dan people terhadap kepuasan konsumen (survei pada pada konsumen 150 Coffee & Bandung Bandung) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara product quality dan people terhadap kepuasan konsumen. Besarnya pengaruh product quality dan people terhadap kepuasan konsumen secara simultan 63,7% dan sisanya 36,3% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh product quality terhadap kepuasan konsumen sebesar 32,4% dan pengaruh people terhadap kepuasan konsumen sebesar 31,3% sehingga dapat disimpulkan bahwa product quality memberikan pengaruh paling besar terhadap kepuasan konsumen.

Kata Kunci : *Product Quality, People* dan *Kepuasan Konsumen*

ABSTRACT

This study aims to determine the effect of product and human quality on consumer satisfaction (a survey of consumers 150 Coffee & Bandung) simultaneously or partially. The research method used is descriptive and verification method with a total sample of 100 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination. The results showed that there was a positive and significant influence between product quality and human on consumer satisfaction. The magnitude of the influence of product quality and people on consumer satisfaction simultaneously is 63.7% and the remaining 36.3% is the influence of other variables not examined. Partially the effect of product quality on consumer satisfaction is 32.4% and the influence of people on consumer satisfaction is 31.3% so that it can be said that product quality has the greatest influence on consumer satisfaction.

Keywords : Product Quality, People and Customer Satisfaction