

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk dan Proses Terhadap Kepuasan Pelanggan (Survei Pada Pelanggan Hanami Cafe Bandung) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 67 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 kualitas produk dan proses terhadap Kepuasan Pelanggan. Besarnya pengaruh kualitas produk dan proses terhadap Kepuasan Pelanggan secara simultan 67,5% dan sisanya 32,5% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh kualitas produk terhadap Kepuasan Pelanggan sebesar 30,2% dan pengaruh proses terhadap Kepuasan Pelanggan sebesar 37,3%, sehingga dapat disimpulkan bahwa proses memberikan pengaruh paling besar terhadap Kepuasan Pelanggan.

Kata kunci: Kualitas produk, Proses dan Kepuasan Pelanggan

ABSTRACT

This study aims to determine The Effect Of Product and Process Quality On Customer Satisfaction (Survey On Customers Of Hanami Cafe Bandung) simultaneously or partially. The research method used is a descriptive and verification method with a sample size of 67 respondents. The data analysis method used is linear regression analysis multiple, multiple correlation and coefficient of determination.

The results of the study indicate that there is a positive and significant relationship between product and process quality on customer satisfaction. The magnitude of the influence of product and process quality on customer satisfaction simultaneously 67.5% and the remaining 32.5% is influenced by other variables that are not researched. Partially the magnitude of the influence of product quality on customer satisfaction of 30.2% and the influence of the process on customer satisfaction of 37.3%, so it can be concluded that the process has an effect on greatest impact on Customer Satisfaction.

Keywords: Product Quality, Process and Customer Satisfaction