

ABSTRAK

Penelitian ini dilakukan berdasarkan berkerkembangnya industri kuliner yang mampu menciptakan peluang bisnis yang menjanjikan. Bisnis ini menarik banyak pelaku usaha karena potensi keuntungan yang besar. Namun persaingan terutama di sektor makanan khususnya mie pedas, semakin ketat. Salah satunya Mie Gacoan yang menjadi trend saat ini dan banyak diminati khususnya bagi para pecinta pedas. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Pengujian instrument penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, uji hipotesis dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas produk dan kualitas pelayanan terhadap loyalitas pelanggan baik secara simultan maupun parsial. Besarnya pengaruh kualitas produk dan kualitas pelayanan terhadap loyalitas pelanggan secara simultan yaitu sebesar 55,8%% dan sisanya 44,2% dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh kualitas produk terhadap loyalitas pelanggan sebesar 29,3% dan pengaruh kualitas pelayanan terhadap loyalitas pelanggan 26,5%. Dapat disimpulkan bahwa kualitas produk memiliki pengaruh paling besar terhadap loyalitas pelanggan.

Kata kunci: Kualtias Produk, Kualitas Pelayanan dan Loyalitas Pelanggan

ABSTRACT

This research was conducted based on the development of the culinary industry which is able to create promising business opportunities. This business attracts many business people because of the potential for large profits. However, competition, especially in the food sector, especially spicy noodles, is getting tighter. One of them is Mie Gacoan which is currently trending and is in great demand, especially for spicy lovers. The research method used is a descriptive and verification method with a sample size of 100 respondents. Testing of the research instrument uses validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, hypothesis testing and coefficient of determination. The results of the study indicate that there is a positive and significant influence between product quality and service quality on customer loyalty both simultaneously and partially. The magnitude of the influence of product quality and service quality on customer loyalty simultaneously is 55.8%% and the remaining 44.2% is influenced by other variables that are not studied. Partially, the magnitude of the influence of product quality on customer loyalty is 29.3% and the influence of service quality on customer loyalty is 26.5%. It can be concluded that product quality has the greatest influence on customer loyalty.

Keywords : Product Quality, Service Quality and Customer Loyalty