

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas produk, kualitas pelayanan, harga dan promosi terhadap kepuasan pelanggan. Populasi yang digunakan dalam penelitian ini yaitu konsumen yang melakukan pembelian KFC Ciputra World.

Jenis penelitian ini adalah kuantitatif. Jenis data yang digunakan adalah data primer, teknik pengambilan anggota sampel menggunakan metode *purposive sampling*, dengan anggota sampel sebanyak 100 responden konsumen. Pengumpulan data menggunakan kuisioner. Teknik analisa yang digunakan dalam penelitian ini adalah regresi linier berganda dengan menggunakan alat bantu program SPSS.

Hasil penelitian ini menunjukkan bahwa variabel kualitas produk berpengaruh positif terhadap kepuasan pelanggan, karena kualitas yang baik mengakibatkan peningkatan penjualan. Kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan, karena pelanggan dapat mempertimbangkan kepuasan pelayanannya berdasarkan kualitas pelayanan. Harga berpengaruh positif terhadap kepuasan pelanggan, karena harga yang terjangkau dan tidak terlalu mahal akan meningkatkan kepuasan pelanggan. Promosi berpengaruh positif terhadap kepuasan pelanggan, karena semakin banyak dan besar suatu promosi akan meningkatkan kepuasan pelanggan. Manajemen KFC diharapkan agar tetap menjaga kualitas produk, kualitas pelayanan, harga dan promosi dengan baik agar kepuasan pelanggan dapat selalu terpenuhi.

Kata Kunci: kualitas produk, kualitas pelayanan, harga, promosi, dan kepuasan pelanggan

ABSTRACT

This research aimed to examine and analyze the effect of product quality, service quality, price, and promotion on customers' satisfaction. The population was consumers who bought KFC products at Ciputra World.

This research was quantitative. The data were primary. Moreover, the data collection technique with purposive sampling; with 100 respondents in the sample. The instrument in the data collection technique was questionnaires. The questionnaires were distributed to the respondents. Moreover, the data analysis technique used multiple linear regression with SPSS.

The result, it concluded that product quality had a positive effect on customers' satisfaction as a good quality product affected the incline of sales. Service quality had a positive effect on customers' satisfaction. Therefore, customers could consider service satisfaction based on its service quality. Price had a positive effect on customers' satisfaction, as it was affordable and too much expensive in order to increase customers' satisfaction. The promotion had a positive effect on customers' satisfaction. The more and the bigger the promotion was, the more customers' satisfaction would increase. Therefore, KFC Management was expected to maintain its product quality, service quality, price, and promotion in a good way so that customers' satisfaction would always be fulfilled.

Keywords:Product Quality, Service Quality, Price, Promotion, Customers' Satisfaction



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M. Faisal, S.Pd., M.Pd

STIESIA Language Center
Menur Puncungan 39, Surabaya 60118, Indonesia