

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh kualitas layanan, produk, dan citra merek terhadap kepuasan konsumen Rumah Makan Padang Sederhana di Surabaya.

Penelitian ini dilakukan dengan metode kuantitatif. Populasi dalam penelitian ini adalah warga Surabaya dengan kriteria tertentu yang melakukan pembelian produk Rumah Makan Padang Sederhana di Surabaya. Jumlah sampel yang dihitung menggunakan rumus lemeshow didapatkan sebanyak 100 orang. Teknik pengambilan sampel menggunakan teknik purposive sampling. Metode pengumpulan data, sumber data dan instrumen pada penelitian ini adalah kuisioner. Teknik analisis data yang pada penelitian ini menggunakan analisis deskriptif.

Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh signifikan terhadap kepuasan konsumen, produk berpengaruh signifikan terhadap kepuasan konsumen, dan citra merek berpengaruh signifikan terhadap kepuasan konsumen.

Kata Kunci: Kualitas Layanan, Produk, Citra Merek, Kepuasan Konsumen.



ABSTRACT

This research aimed to find out and explained the effect of service quality, product, and brand image on customers' satisfaction in the Padang Sederhana restaurant in Surabaya.

The research was quantitative. The population was Surabaya citizens with certain criteria who had purchased products of Padang Sederhana restaurants in Surabaya. Moreover, there were 100 people as the sample, using the Lemeshow formula. The data collection technique used a purposive sampling technique, in which the sample was based on criteria given. Furthermore, the data collection method, data source, and instrument used questionnaires. In addition, the data analysis technique used descriptive analysis.

The research showed that service quality had a significant effect on customers' satisfaction in the Padang Sederhana restaurant in Surabaya.

Likewise, product had a significant effect on customers' satisfaction in the Padang Sederhana restaurant in Surabaya. Similarly, brand image had a significant effect on customers' satisfaction in the Padang Sederhana restaurant in Surabaya.

Keywords: Service Quality, Product, Brand Image, Customers Satisfaction

I certify that this translation is true and accurate, Prepared by a professional translator. This translation is provided on this day 25/7/23

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

STIESIA Language Center
Menur Pumpungan 30 Surabaya 60118, Indonesia