

ABSTRAK

ANANDA PUTRI UTAMI, Pengaruh Kualitas Pelayanan dan Kualitas Produk Terhadap Kepuasan Konsumen (Studi Kasus Kunang-kunang *Cafe and Resto*, Ciater Spa Resort Subang) di bawah bimbingan Agus Sudono, SE., MM. Dan Sylvia Meilany, S.Pd.,M.M

Ciater Spa *and* Resort adalah tempat *medical and health center* yang memberikan fasilitas wisata dan menyediakan berbagai macam produk layanan, salah satunya adalah Kunang – Kunang *cafe and resto*. Dengan perkembangan bisnis *cafe and resto* hendaknya Kunang – kunang *cafe and resto* harus lebih memperhatikan kualitas produk dan kualitas pelayanan yang diberikan terhadap kepuasan konsumen, karena kepuasan konsumen merupakan salah satu hal penting dalam bisnis *cafe and resto*. Penelitian ini dilakukan untuk mengetahui gambaran serta pengaruh kualitas pelayanan dan kualitas produk terhadap kepuasan konsumen pada Kunang-Kunang *Cafe and Resto* baik simultan maupun parsial.

Metode penelitian yang digunakan adalah korelasi regresi berganda dan korelasi determinasi yang dianalisis secara deskriptif. Dengan alat pengumpulan data berupa pedoman wawancara, kuisioner atau angket, serta telaah kepustakaan.

Berdasarkan hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif signifikan, sedangkan kualitas produk berpengaruh positif signifikan terhadap kepuasan konsumen. Secara keseluruhan, kualitas pelayanan dan kualitas produk memiliki pengaruh terhadap kepuasan konsumen. Saran dalam penelitian ini adalah Kunang-kunang *cafe and resto* perlu menambah jumlah *waiters* serta casual, memperhatikan *timing of preparation*, dan menerapkan standar operasinal prosedur pada pengolahan makanan. Selain itu karyawan harus lebih komunikatif dalam melayani pelanggan guna terwujudnya kepuasan konsumen.

Kata Kunci: Kualitas Pelayanan, Kualitas Produk, Kepuasan Konsumen

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ABSTRACT

ANANDA PUTRI UTAMI, Effect of Quality service, and Quality Products Guest customer Satisfaction (Study kasus Kunang-Kunang Cafe and Resto, Ciater Spa Resort Subang. Under the guidance of Agus Sudono, SE., MM. and Sylvia Meilany., S.Pd, M.M

Ciater Spa Resort is a medical and health center that provides tourist facilities and provides many service products, one of which is a meeting package product. With development of cafe and resto business Kunang – Kunang cafe and resto should pay more attention to the product quality and service quality that is given to the customer satisfaction, because the customer satisfaction is one of the most important things in cafe and resto business. This research is to find out the description and the influence of product quality and service quality to the customer satisfaction at Kunang-kunang cafe and resto simultaneously and partially.

The research method used is the correlation of determination which was analyzed descriptively. Then, the results of the data collection were processed with data collection tools in the form of interview guides, questionnaires, and study of literature.

Based on the research results explain that service quality has a significant effect while the quality product has a positive effect which is significant on consumer satisfaction. The overall quality service and quality product have an influence on consumer satisfaction, this explains that the quality service needs the attention of the number of waiters. Suggestions in this research are Kunang-kunang cafe and resto needs to increase the number of waiters, consider timing preparation and apply the standard operational procedure at food processing, besides that the waiters should be more communicative to serve the customers in order to achieve customer satisfaction.

Keyword: Quality Service, Quality products, Customer Satisfaction.

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