

ABSTRAK

Hanifah Nur Fauziah, 2018. PENGARUH DIFERENSIASI PRODUK DAN PELAYANAN TERHADAP KEUNGGULAN KOMPETITIF ISTANA CAKE AND BAKERY. Pembimbing I Oman Sukirman, SE., M.M dan Pembimbing II Mandradhitya Kusuma P.,S.St.Par.,M.Si.

Penelitian ini menganalisis diferensiasi produk dan pelayanan di Istana Cake and Bakery. Selain itu untuk menganalisis bagaimana pengaruh diferensiasi produk dan diferensiasi pelayanan terhadap keunggulan kompetitif beserta seberapa besar tingkat pengaruhnya. Metode penelitian yang digunakan adalah deskriptif verifikatif. Data didapat dari konsumen Istana Cake and Bakery dengan pengalaman pembelian salah satu produk pesaing (Ina Cookies atau Amalia Cookies) melalui kuesioner yang sebar kepada 100 responden dengan teknik pengambilan purposive sampling. Ditunjang dengan beberapa data hasil wawancara, dokumentasi dan observasi. Hasil penelitian menyatakan bahwa diferensiasi produk dan diferensiasi pelayanan di Istana Cake and Bakery termasuk dalam kategori baik. Diferensiasi produk berada pada 80% dari skor ideal, diferensiasi pelayanan berada pada 78% dari skor ideal. Dari hasil analisis regresi diketahui bahwa jika diferensiasi produk terjadi peningkatan dengan diferensiasi konstan maka keunggulan kompetitif akan terpengaruh sebesar 0,498. Jika terjadi peningkatan pada diferensiasi pelayanan dengan diferensiasi produk konstan maka akan mempengaruhi keunggulan kompetitif sebesar 0,822. Dari hasil uji F diketahui bahwa diferensiasi produk dan diferensiasi pelayanan secara serentak berpengaruh positif terhadap keunggulan kompetitif dengan pengaruh sebesar 69,9%. Berdasarkan hasil uji t diperoleh hasil bahwa diferensiasi produk berpengaruh positif terhadap keunggulan kompetitif Istana Cake and Bakery sebesar 24,9%. Dan variabel diferensiasi pelayanan juga berpengaruh positif terhadap keunggulan kompetitif sebesar 26,9%. Berdasarkan hasil dari penelitian, terdapat pengaruh signifikan diferensiasi produk dan diferensiasi pelayanan terhadap keunggulan kompetitif di Istana Cake and Bakery. Variabel diferensiasi pelayanan memberikan pengaruh lebih besar dari variabel diferensiasi produk. Masukkan yang penulis berikan agar, Istana Cake and Bakery lebih aktif mendemonstrasikan perbedaan yang dimiliki disertai dengan bukti akurat dan untuk terus menjaga konsistensi diferensiasi yang sudah berjalan baik.

Kata Kunci: Diferensiasi Produk, Diferensiasi Pelayanan, Keunggulan Kompetitif, Istana Cake and Bakery

ABSTRACT

Hanifah Nur Fauziah, 2018. THE EFFECT OF PRODUCT AND SERVICE DIFFERENTIATION ON COMPETITIVE ADVANTAGE ISTANA CAKE AND BAKERY. Adviser I Oman Sukirman, SE., M.M and Adviser II Mandradhitya Kusuma P.,S.St.Par.,M.Si.

This research analyzes product and service differentiation at Istana Cake and Bakery. other than that to analyzing how the effect of product differentiation and service differentiation on competitive advantage and the level of influence. The research method used is descriptive verification. Data obtained from consumers of Istana Cake and Bakery with the experience of purchasing one of the competitor's products (Ina Cookies or Amalia Classic Cake) through a questionnaire that spread to 100 respondents with purposive sampling technique. Supported by some data result of interview, documentation and observation. The results suggest that product differentiation and service differentiation in Istana Cake and Bakery are included in good category. Product differentiation is at 80% of the ideal score, and service differentiation is at 78% of the ideal score. From the regression analysis it is known that if product differentiation increase with constant service differentiation, the competitive advantage will be affected by 0.498. If there is an increase in service differentiation with constant product differentiation it will affect the competitive advantage of 0.822. From result of F test known that product differentiation and service differentiation simultaneously have positive effect to competitive advantage with influence equal to 69,9%. Based on t test results obtained the result that product differentiation positively affect the competitive advantage Cake and Bakery Palace of 24.9%. And service differentiation variable also have positive effect to competitive advantage equal to 26,9%. Based on the results of the research, there is a significant effect of product differentiation and service differentiation on the competitive advantage in Palace Cake and Bakery. Service differentiation variables give greater influence than product differentiation variables. The author's suggestion is that the Istana Cake and Bakery is more actively demonstrating the differences it has with accurate evidence and for continuing to maintain consistent differentiation that has worked.

Keywords: *Product Differentiation, Service Differentiation, Competitive Advantage, Istana Cake and Bakery*