

**PENGARUH KUALITAS PRODUK, KEMUDAHAN, DAN FAKTOR
EMOSIONAL TERHADAP KEPUASAN PELANGGAN
(Studi Kasus Di Klinik Kopi Dusun Sinduharjo
Kecamatan Ngaglik Kabupaten Sleman)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis kepuasan pelanggan berdasarkan kesesuaian antara kinerja (*performance*) dan kepentingan (*importance*) terhadap produk di Klinik Kopi dan untuk mengetahui pengaruh kualitas produk, kemudahan, dan faktor emosional terhadap kepuasan pelanggan di Klinik Kopi. Penelitian ini merupakan penelitian deskriptif dengan metode pelaksanaan studi kasus. Adapun metode pengambilan responden yang digunakan yaitu *accidental sampling* dengan jumlah responden 40. Teknik pengumpulan data yang digunakan adalah wawancara, kuisioner dan observasi. Hasil penelitian menunjukkan bahwa (1) Pelanggan merasa puas berdasarkan kesesuaian antara tingkat kepentingan (*Importance*) dan kinerja (*Performance*) terhadap produk kopi di Klinik Kopi (2) Terdapat pengaruh antara kualitas produk, kemudahan, dan faktor emosional terhadap kepuasan pelanggan di Klinik Kopi.

Kata kunci : Kualitas produk, kemudahan, faktor emosional, kepuasan pelanggan, Klinik Kopi.

**THE INFLUENCE OF QUALITY PRODUCT, EFFICIENCY, AND
EMOTIONAL FACTOR ON CUSTOMER SATISFACTION
(A Case Study at Klinik Kopi Village Sinduharjo
Subdistrict Ngaglik Regency Sleman)**

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ABSTRACT

The purpose of this research is (1) to analyze customer satisfaction based on suitability between performance and importance of the product at Klinik Kopi and (2) to analyze the influence of quality product, efficiency, and emotional factor on customer satisfaction at Klinik Kopi. The research method of this research uses a descriptive method. The method of conducting research uses a case study method. The method for acquiring the respondent in this research is accidental sampling method with the amount of the respondents is 40. For data collection this research uses interviews, questionnaires and observations. The result of the research showed that (1) customers are satisfied based on suitability between performance and importance of the product at Klinik Kopi (2) quality product, efficiency, and emotional factor has an influence on customer satisfaction at Klinik Kopi.

Keywords: Quality product, efficiency, emotional factor, customer satisfaction,
Klinik Kopi.