

**ANALISIS KEPUASAN KONSUMEN DI RESTORAN CEPAT SAJI  
ROCKET CHICKEN KECAMATAN PRAMBANAN, KABUPATEN  
KLATEN, PROVINSI JAWA TENGAH**

**Oleh : Reza Aditya Krisna Mahardhika  
Dibimbing Oleh : Budiarto dan Indah Widowati**

**ABSTRAK**

Penelitian ini bertujuan untuk 1) menganalisis kepuasan konsumen berdasarkan kesesuaian antara kepentingan/harapan dan kinerja perusahaan terhadap produk di Restoran Cepat Saji Rocket Chicken. 2) menganalisis pengaruh kualitas produk, kualitas pelayanan, harga, lokasi dan citra merek terhadap kepuasan konsumen di restoran cepat saji Rocket Chicken. Penelitian ini merupakan penelitian deskriptif dengan metode pelaksanaan studi kasus. Adapun metode pengambilan Konsumen yang digunakan yaitu *accidental sampling* dengan jumlah Konsumen 60. Teknik pengumpulan data yang digunakan adalah wawancara dan dokumentasi. Teknik analisis data yang digunakan adalah 1) *Importance Performance Analysis (IPA)* 2) Analisis Regresi Linier Berganda. Hasil penelitian menunjukkan bahwa, 1) Konsumen merasa puas berdasarkan kesesuaian antara kepentingan/harapan dan kinerja perusahaan terhadap produk ayam di restoran cepat saji Rocket Chicken. 2) Kualitas Pelayanan dan Harga berpengaruh terhadap kepuasan konsumen, sedangkan untuk Kualitas Produk, Lokasi dan Citra Merek tidak berpengaruh terhadap kepuasan konsumen.

Kata kunci : Kepuasan Konsumen, Kualitas Produk, Kualitas Pelayanan, Harga, Lokasi, Citra Merek,

**CONSUMERS' SATISFACTION ANALYSIS OF ROCKET CHICKEN  
FAST FOOD RESTAURANT IN PRAMBANAN DISTRICT, KLATEN  
REGENCY, CENTRAL JAVA PROVINCE**

**By: Reza Aditya Krisna Mahardhika**  
**Supervised by: Budiarto and Indah Widowati**

**ABSTRACT**

This study aims to 1) analyze customers' satisfaction based on the compatibility between importance / expectations and company's performance of the products in Rocket Chicken Fast Food Restaurant. 2) analyze the effect of the product quality, service quality, price, location and brand image on consumers' satisfaction in Rocket Chicken fast food restaurants. This research is a descriptive research using case study implementation method. The sample collection method is accidental sampling with the number of consumers amounted to 60 people. The data collection techniques used are interviews and documentation. The data analysis techniques used are 1) Importance Performance Analysis (IPA) 2) Multiple Linear Regression Analysis. The results showed that, consumers were satisfied based on the compatibility between importance / expectations and company's performance of chicken products in Rocket Chicken fast food restaurants. Service Quality and Price have an effect on customers' satisfaction, while for Product Quality, Location and Brand Image has no effect on customers' satisfaction.

Keywords: Consumer Satisfaction, Product Quality, Service Quality, Price, Location, Brand Image,