

**PENGARUH HARGA, CITRA MEREK, KUALITAS PRODUK,
KUALITAS PELAYANAN, EMOSIONAL DAN BIAYA
TERHADAP KEPUASAN KONSUMEN ROTI KECIK
DI TOKO ROTI GANEP TRADISI SOLO**

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ABSTRAK

Tujuan penelitian ini adalah 1) menganalisis pengaruh harga, citra merek, kualitas produk, kualitas pelayanan, emosional dan biaya terhadap kepuasan konsumen Roti Kecil di Toko Roti Ganep Tradisi Solo 2) menganalisis kepuasan konsumen berdasarkan kesesuaian antara kepentingan dan kinerja pada Roti Kecil di Toko Roti Ganep Tradisi Solo. Penelitian ini menggunakan metode kualitatif dengan jenis penelitian survey, metode penentuan lokasi menggunakan metode *purposive* dan metode pengambilan responden menggunakan metode *accidental sampling*, jenis data yang digunakan adalah data primer dan sekunder, metode pengumpulan data menggunakan kuesioner, observasi, wawancara, dan dokumentasi. Teknik analisis data yang digunakan adalah regresi linier berganda dan *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa harga, citra merek, kualitas produk, kualitas pelayanan, emosional dan biaya berpengaruh secara bersama – sama terhadap kepuasan konsumen Roti Kecil di Toko Roti Ganep Tradisi Solo, sedangkan emosional tidak berpengaruh secara parsial terhadap kepuasan konsumen Roti Kecil di Toko Roti Ganep Tradisi Solo. *Importance Performance Analysis* (IPA) menunjukkan bahwa konsumen puas berdasarkan kesesuaian antara kepentingan dan kinerja pada Roti Kecil di Toko Roti Ganep Tradisi Solo.

Kata kunci : harga, citra merek, kualitas produk, kualitas pelayanan, emosional, biaya, kepuasan konsumen, *Importance Performance Analysis* (IPA)

**THE EFFECT OF PRICE, BRAND IMAGE, PRODUCT QUALITY,
SERVICE QUALITY, EMOTIONAL AND COSTS
ON CONSUMER SATISFACTION OF BREAD KECIK
AT SOLO TRADITION GANEP BAKERY SHOP**

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ABSTRACT

The aims of this study were 1) to analyze the effect of price, brand image, product quality, service quality, emotional and cost on consumer satisfaction of Bread Kecik at Solo Tradition Ganep Bakery Shop. 2) to analyze consumer satisfaction based on the suitability of the interests and performance on Bread Kecik at Solo Tradition Ganep Bakery Shop. This research uses a qualitative approach with the type of case study research, location determination method uses purposive method and respondent collection method uses accidental sampling. The types of data used are primary and secondary data, data collection method uses questionnaires, observations, interviews, and documentation. The analysis technique used is multiple linear regression and Importance Performance Analysis (IPA). The showed that price, brand image, product quality, service quality, emotional and cost had an join effect on consumer satisfaction of Roti Kecik at Solo Tradition Ganep Bakery Shop, while emotional had no partial effect on consumer satisfaction of Bread Kecik at Solo Tradition Ganep Bakery Shop. Importance Performance Analysis (IPA) states that consumers are satisfied based on the suitability of the interests and performance on Bread Kecik at Solo Tradition Ganep Bakery Shop.

Keywords: price, brand image, product quality, service quality, emotional, cost, customer satisfaction, Importance Performance Analysis (IPA)