

RIZQI PANGESTIKA CAHYANINGTYAS. 2025. Analisis Kepuasan Konsumen Warung Miedes Bu Yanti di Kelurahan Srihardono Kapanewon Pundong Kabupaten Bantul. Di bawah arahan Indah Widowati.

ABSTRAK

Penelitian ini bertujuan untuk (1) menganalisis tingkat kepuasan konsumen berdasarkan kesesuaian antara kepentingan dan kinerja Warung Miedes Bu Yanti (2) menganalisis pengaruh kualitas produk, kualitas pelayanan, harga, dan lokasi terhadap kepuasan konsumen Warung Miedes Bu Yanti. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif. Metode pengambilan sampel menggunakan metode *incidental sampling* dengan jumlah sampel sebanyak 50 responden. Metode pengumpulan data menggunakan kuesioner, wawancara, dan dokumentasi. Penelitian ini menggunakan teknik analisis regresi linear berganda dan *customer satisfaction index* (CSI). Hasil penelitian menunjukkan bahwa (1) tingkat kepuasan konsumen Warung Miedes Bu Yanti tergolong pada kategori sangat puas (2) kualitas produk, kualitas pelayanan, harga, dan lokasi berpengaruh terhadap kepuasan konsumen Warung Miedes Bu Yanti.

Kata Kunci: Kualitas produk, kualitas pelayanan, harga, lokasi, kepuasan konsumen, *customer satisfaction index*.

RIZQI PANGESTIKA CAHYANINGTYAS. 2025. *Analysis Customer Satisfaction Miedes Bu Yanti Stall in Srihardono Village Pundong District Bantul Regency.* Under the direction by Indah Widowati.

ABSTRACT

This research aims to (1) analyze the level of consumer satisfaction based on the suitability between the interests and performance of Miedes Bu Yanti Stall (2) analyze the influence of product quality, service quality, price and location on the consumer satisfaction at Miedes Bu Yanti Stall. This research uses a quantitative approach to the type descriptive reseacrh. The sampling method uses the incidental sampling method with a sample size of 50 respondents. Data collection method uses questionnaires, interviews, and documentation. This research uses multiple linear regression analysis techniques and customer satisfaction index (CSI). The results of study showed that (1) the level of consumer satisfaction at Miedes Bu Yanti Stall is classified as very satisfied (2) product quality, service quality, price and location influence consumer satisfaction at Miedes Bu Yanti Stall.

Keywords: *Product quality, service quality, price, location, customer satisfaction, customer satisfaction index*