

Desvitri Hayyu Rimanjani. 2025. *Analysis of the Factors Influencing Customer Satisfaction of Mantra Bumi Coffee in Kapanewon Sewon, Bantul Regency, Special Region of Yogyakarta.* Under direction by Dr. Ir. Budiarto, M.P

ABSTRACT

This research aims to: 1) Analyze customer satisfaction based on the alignment between customer expectations (importance) and company performance at Mantra Bumi Coffee, and 2) Analyze the influence of ease of product access, service quality, and product quality on customer satisfaction at Mantra Bumi Coffee. The research method uses a quantitative approach with a descriptive research design. The method used for determining the location is purposive sampling. The sampling method employed is accidental sampling, with a total of 40 respondents. The data used consists of both primary and secondary data. Data collection techniques include questionnaires, observation, interviews, and documentation. Instrument testing was conducted using validity and reliability tests. The data analysis techniques used are Importance Performance Analysis (IPA) and multiple linear regression analysis. The results show that: 1) Customers are satisfied based on the alignment between expectations and the company's performance at Mantra Bumi Coffee, and 2) The variables of service quality and product quality have a significant influence on customer satisfaction, while the variable of ease of product access does not have a significant influence.

Keywords: *Customer Satisfaction, Ease of Product Access, Product Quality, Service Quality*

Desvitri Hayyu Rimanjani. 2025. Analisis Faktor-Faktor yang Memengaruhi Kepuasan Konsumen Mantra Bumi *Coffee* di Kapanewon Sewon Kabupaten Bantul Daerah Istimewa Yogyakarta. Di bawah arahan Dr. Ir. Budiarto, M.P

ABSTRAK

Penelitian ini bertujuan untuk: 1) Menganalisis kepuasan konsumen berdasarkan kesesuaian antara kepentingan dan kinerja perusahaan di Mantra Bumi *Coffee*, dan 2) Menganalisis pengaruh kemudahan memperoleh produk, kualitas pelayanan, dan kualitas produk terhadap kepuasan konsumen Mantra Bumi *Coffee*. Metode penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif. Metode penentuan lokasi menggunakan *purposive sampling*. Metode pengambilan sampel menggunakan teknik *accidental sampling* sebanyak 40 sampel. Data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data menggunakan kuesioner, observasi, wawancara, dan dokumentasi. Uji instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis data yang digunakan adalah *Importance Performance Analysis* (IPA) dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa 1) Konsumen merasa puas berdasarkan kesesuaian antara kepentingan dan kinerja perusahaan di Mantra Bumi *Coffee*, 2) Variabel kualitas pelayanan dan kualitas produk berpengaruh secara signifikan terhadap kepuasan konsumen, sedangkan variabel kemudahan memperoleh produk tidak berpengaruh secara signifikan terhadap kepuasan konsumen.

Kata Kunci: Kemudahan Memperoleh Produk, Kepuasan Konsumen, Kualitas Pelayanan, Kualitas Produk