

Analysis of Effect of Product Quality, Price, and Quality of Service to the Customer Satisfaction on the Restaurant Mie Ayam & Bakso "Idolaku" Branch Taman Siswa Yogyakarta

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ABSTRACT

This study aims to determine whether the effect of product quality, price, and quality of service Influential to customer satisfaction on the Restaurant Mie Ayam & Bakso "Idolaku" Branch Taman Siswa Yogyakarta. This research was conducted by descriptive method. The method of execution using survey methods to look reality in the field in directly and methods of data collection using observation, questionnaires, recording, and literature. Methods of analysis of this study using multiple linear regression analysis, Importance Performance Analysis (IPA), and Customer Satisfaction Index (CSI). The results of the analysis found that three independent variable product quality, price, and quality of service has a positive and significant impact on customer satisfaction. Based on the number of Adjusted R square of 0.519 indicates that 51.9 percent of the variation of customer satisfaction can be explained by the three independent variables used in the regression equation. As for the rest balance of 48.1 percent is explained by other variables not examined in this study. Then through the F test can be seen that the variable quality of product, price, and quality of service simultaneously significant effect on customer satisfaction. Results of analysis using t-test showed that the three independent variables studied was shown to significantly affect the dependent variable customer satisfaction.

Keywords: Product Quality, Price, Service Quality, Customer Satisfaction