

ABSTRAK

**ANALISIS KONTRIBUSI HARGA, PRODUK, KEBERSIHAN, DAN
KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN
RESTORAN STEAK AND SHAKE DI SLEMAN**

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Penelitian ini bertujuan untuk menganalisis kontribusi harga, produk, kebersihan, dan kualitas layanan terhadap kepuasan pelanggan pada Restoran Steak and Shake Cabang Samirone Sleman Yogyakarta.

Penelitian ini merupakan jenis penelitian *explanatory research*. Penelitian ini dilaksanakan di Waroeng Steak and Shake Samirone, Sleman pada bulan Desember 2013. Populasi dari penelitian ini adalah pengunjung Waroeng Steak and Shake. Sample yang diteliti sebanyak 60 responden. Sampel diambil dengan teknik *Accidental sampling*. Data dikumpulkan menggunakan wawancara, kuesioner, dan observasi. Data yang diperoleh kemudian dianalisis secara deskriptif untuk memperoleh deskripsi variabel yang diteliti dan dilanjutkan dengan analisis regresi berganda untuk menjawab hipotesis, yaitu mengetahui kontribusi setiap variabel independen terhadap variabel dependen.

Hasil penelitian ini menunjukkan bahwa : (1) Ada kontribusi yang positif dan signifikan antara harga terhadap kepuasan pelanggan waroeng steak and shake ($r_{hitung}=0,226$ dengan $sig=0,018<0,05$), (2) Tidak ada kontribusi yang signifikan antara produk terhadap kepuasan pelanggan waroeng steak and shake ($r_{hitung}=0,104$ dengan $sig=0,276<0,05$), (3) Ada kontribusi yang positif dan signifikan antara kebersihan terhadap kepuasan pelanggan waroeng steak and shake ($r_{hitung}=0,262$ dengan $sig=0,005<0,05$), (4) Ada kontribusi yang positif dan signifikan antara kualitas layanan terhadap kepuasan pelanggan waroeng steak and shake ($r_{hitung}=0,192$ dengan $sig=0,027<0,05$). Nilai R^2 sebesar 51,3%, hal ini berarti kepuasan pelanggan dapat dijelaskan oleh variabel independen yaitu harga, produk, kebersihan, dan kualitas layanan. Nilai positif pada variabel produk menunjukkan bahwa semakin baik produk yang ditawarkan maka kepuasan pelanggan semakin baik.

Kata Kunci : Harga, Produk, Kebersihan, Kualitas Layanan, Kepuasan Pelanggan

ABSTRACT

**THE CONTRIBUTION ANALYSIS OF PRICE, PRODUCT, HYGIENE,
AND SERVICE QUALITY TOWARD CUSTOMER SATISFACTION
OF STEAK AND SHAKE RESTAURANTS IN SLEMAN**

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This study aims to analyze the contribution of price, product, cleanliness, and service quality toward customer satisfaction at the Steak and Shake Restaurant Samirano Branch Sleman, Yogyakarta.

This research is an *explanatory research*. This study was conducted in Waroeng Steak and Shake Samirano, Sleman in December 2013. Populations of this study were visitors of Waroeng Steak and Shake. 60 Samples were examined as respondents. Samples were taken by accidental sampling techniques. Data were collected using interviews, questionnaires, and observation. The data were analyzed descriptively to obtain a description of the variables which were studied and followed by multiple regression analysis to answer the hypothesis, to determine the contribution of each independent variable on the dependent variable.

The results of this study indicate that: (1) There is a positive and significant contribution between price toward customer satisfaction of waroeng steak and shake ($r_{\text{count}} = 0.226$ with $\text{sig} = 0.018 < 0.05$), (2) There is no significant contribution between the product toward the customer satisfaction of waroeng steak and shake ($r_{\text{count}} = 0.104$ with $\text{sig} = 0.276 > 0.05$), (3) There is a positive and significant contribution toward customer satisfaction between hygiene toward waroeng steak and shake ($r_{\text{count}} = 0.262$ with $\text{sig} = 0.005 < 0.05$), (4) There is a positive and significant contribution to the quality of service to customer satisfaction of waroeng steak and shake ($r_{\text{count}} = 0.192$ with $\text{sig} = 0.027 < 0.05$). The value R^2 of 51.3%, this means that customer satisfaction can be explained by the independent variables which consist of price, product, cleanliness, and service quality. Positive value in the variable product shows that the better the products which are offered the better the satisfaction of the customers.

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