

## ABSTRAK

# Pengaruh Kepuasan Konsumen Terhadap Loyalitas

“Studi kasus pada konsumen Rumah makan “Ayam Bakar Wong Solo”

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2009

Penelitian ini bertujuan untuk mengetahui pengaruh kepuasan konsumen terhadap loyalitas konsumen di Rumah makan “Ayam Bakar Wong Solo”.

Teknik pengumpulan data yang digunakan adalah wawancara dan kuesioner dengan teknik pengambilan sampel *non random sampling* secara *accidental sampling*. Sedangkan teknik analisis data yang dipergunakan adalah analisis persentase dan analisis regresi linear sederhana.

Dari analisis data yang dilakukan, diketahui bahwa mayoritas pengunjung rumah makan “Ayam Bakar Wong Solo” adalah pria, berusia 36-39 tahun, memiliki tingkat pendidikan terakhir Diploma/Sarjana, bekerja sebagai PNS, memiliki frekuensi kunjungan 3-5 kali dan memiliki pendapatan perbulan Rp 1.000.000 – Rp 3.000.000.

. Berdasarkan perhitungan analisis regresi linear sederhana diperoleh hasil yang menunjukkan adanya pengaruh yang signifikan antara variabel kepuasan konsumen dengan variabel loyalitas.

## ABSTRACT

### **The Influence of consumers' satisfaction on the loyalty**

**A case study on the consumers of "Ayam Bakar Wong Solo" Restaurant**

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The objective of this study is to know the influence of consumers' satisfaction on their loyalty in the "Ayam Bakar Wong Solo" Restaurant.

Data collection which is used was done by using two instrument, interview and questionnaire. In sampling, the researcher used *non random sampling technique particularly accidental sampling* while the techniques of data analysis which is used were percentage analysis and the analysis of simple linear regression.

From the data analysis which was done, it was known that most of the consumers of Ayam Bakar Wong Solo Restaurant were men, on the age 36-39 years old, had at least academic the diploma or degree, worked as the **civil** worker, had 3 to 5 times of visit frequency and had the income 1 to 3 million **rupiah** per month.

Based on the calculation of the analysis of simple linear regression, the result of the data shown that there was a significant influence, between the variable of consumers satisfaction an the variable of loyalty.