

**PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, DAN
KEWAJARAN HARGA TERHADAP KEPUASAN PELANGGAN PADA
RESTORAN CEPAT SAJI**

Studi kasus pada Yogya Chicken Yogyakarta

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan, dan kewajaran harga terhadap kepuasan pelanggan pada restoran cepat saji Yogya Chicken Yogyakarta.

Penelitian dilakukan selama bulan juni 2005. Jumlah sampel yang digunakan sebanyak 200 orang, yang diambil dengan metode purposive sampling. Alat pengambilan data yang digunakan adalah kuesioner yang telah diuji validitas dan reliabilitasnya dan wawancara..

Hasil penelitian menunjukkan: (1) Kualitas produk (X_1) berpengaruh positif secara signifikan terhadap kepuasan pelanggan (Y) ($B_1=0.2287$; $t_{hitung}=8.971$; $t_{tabel}=1.658$), (2) Kualitas pelayanan (X_2) berpengaruh positif secara signifikan terhadap kepuasan pelanggan (Y) ($B_2=0.1007$; $t_{hitung}=9.827$; $t_{tabel}=1.658$), (3) Kewajaran harga (X_3) berpengaruh positif secara signifikan terhadap kepuasan pelanggan (Y) ($B_3=0.1636$; $t_{hitung}=3.716$; $t_{tabel}=1.658$), (4) Kualitas pelayanan (X_2) merupakan variabel yang mempunyai pengaruh paling besar pada tingkat kepuasan pelanggan (Y) dengan rata-rata skor (0.4545), (5) Koefisien determinasi $R^2=78.75\%$ yang berarti tinggi rendahnya kepuasan pelanggan (Y) 78.75% disebabkan oleh perubahan yang terjadi secara bersama pada kualitas produk, Kualitas pelayanan, Kewajaran harga; sedangkan 21.25% sisanya disebabkan oleh perubahan yang terjadi pada variabel lain.

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY AND PRICE FAIRNESS OF CUSTOMER'S SATISFACTION AT FAST FOOD RESTAURANT

A case study at Yogya Chicken Yogyakarta

ABSTRACT

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The objective of this research is to know the influence of product quality, service quality and price fairness on customers' satisfaction of Yogya Chicken restaurant Yogyakarta.

This research was conducted in Juni 2005. It was a case study. The research sample consisted of 200 people selected by using purposive sampling method. The data collection methods were questionnaire and interview.

The data analysis showed that (1) Product quality (X_1) had significantly positive influence on the customer's satisfaction (Y) ($B_1=0.2287$; $t_{count}=8.971$; $t_{table}=1.658$), (2) Service quality (X_2) had significantly positive influence on the customer's satisfaction (Y) ($B_2=0.1007$; $t_{count}=9.827$; $t_{table}=1.658$), (3) Price fairness (X_3) had significantly positive influence on the customer's satisfaction (Y) ($B_3=0.1636$; $t_{count}=3.716$; $t_{table}=1.658$), (4) Service quality (X_2) variable influenced most on customer's satisfaction level (Y) with an average score of 0.4545, (5) The determination coefficient $R^2=78.75\%$ means that the satisfaction level of customer's (Y) 78.75% was due to the simultaneous changes on the product quality, service quality, and the price fairness, while the remain of 21.25% was caused by changes on other variables.