

ABSTRAK

**Analisis Perbedaan Kepuasan Pelanggan
Atas Diferensiasi Atribut Produk dan Harga
Studi Kasus pada Kentucky Fried Chicken dan
Wendy's Old Fashioned Hamburgers**

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Penelitian ini bertujuan untuk mengetahui, (1) perbedaan kepuasan pelanggan atas diferensiasi atribut produk dalam hal rasa, (2) perbedaan kepuasan pelanggan atas diferensiasi atribut produk dalam hal pelayanan, (3) perbedaan kepuasan pelanggan atas diferensiasi atribut produk dalam hal kemasan dan (4) perbedaan kepuasan pelanggan atas diferensiasi harga pada KFC dan Wendy's di Galleria Mall Yogyakarta selama bulan Maret 2004. Populasi yang digunakan seluruh konsumen yang datang, membeli dan makan di kedua restoran tersebut. Jumlah sampel 100 orang yang terbagi menjadi dua yaitu 50 orang pelanggan KFC dan 50 orang pelanggan Wendy's dengan menggunakan teknik isidental sampling, sedangkan pengumpulan data menggunakan teknik kuesioner, wawancara, dokumentasi dan observasi.

Teknik analisis data menggunakan Chi Kuadrat dengan taraf signifikansi 5% untuk menjawab keempat rumusan masalah. Hasil penelitian menunjukkan bahwa: (1) tidak ada perbedaan kepuasan pelanggan KFC dan Wendy's atas diferensiasi atribut produk dalam hal rasa dimana ($\chi^2_{hitung} = 0,15 < \chi^2_{tabel} = 5,023$); (2) tidak ada perbedaan kepuasan pelanggan KFC dan Wendy's atas diferensiasi atribut produk dalam pelayanan dimana ($\chi^2_{hitung} = 0,11 < \chi^2_{tabel} = 5,023$); (3) tidak ada perbedaan kepuasan pelanggan KFC dan Wendy's atas diferensiasi atribut produk dalam kemasan dimana ($\chi^2_{hitung} = 2,174 < \chi^2_{tabel} = 5,023$), dan (4) tidak ada perbedaan kepuasan pelanggan antara KFC dan Wendy's atas diferensiasi harga dimana ($\chi^2_{hitung} = 4,62 < \chi^2_{tabel} = 5,023$).

ABSTRACT

**An Analysis of Customers' Satisfaction Differences
on Price And Product Attributes Differentiation**

A Case Study at "Kentucky Fried Chicken" and
"Wendy's Old Fashioned Hamburgers"

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The study was aimed at knowing (1) customers' satisfaction differences on product attributes differentiation for the taste, (2) customers' satisfaction differences on product attributes differentiation for the service, (3) customers' satisfaction differences on product attributes differentiation for the package and (4) customers' satisfaction differences on price differentiation at "KFC" and "Wendy's" in "Galleria" Mall Yogyakarta in March 2004. The population of study consisted of all customers who came, bought and ate in both restaurants. 100 people as the samples were divided into two groups, 50 people were KFC's customers' and 50 people are Wendy's' customers' by using incidental sampling techniques. Whereas the data collecting techniques used were questionnaire, interviews, documentation, and observation.

The data analysis technique used was chi square with 5% significant level. The study showed that (1) there was no differences customers' satisfaction between KFC's and Wendy's customers' on product attribute differentiation for the taste ($x^2_{count} = 0,15 < x^2_{table} = 5,023$), (2) there was no differences on customers' satisfaction between KFC's and Wendy's customer's on product attribute differentiation for the service ($x^2_{count} = 0,11 < x^2_{table} = 5,023$), (3) there was no differences on customers' satisfaction between KFC's and Wendy's customers' on product attribute differentiation for the package ($x^2_{count} = 2,714 < x^2_{table} = 5,023$), and (4) there is no differences on customers' satisfaction between KFC's and Wendy's customers' on price differentiation ($x^2_{count} = 4,62 < x^2_{table} = 5,023$).