

**KONTRIBUSI KEUNIKAN MASAKAN, KUALITAS MASAKAN,
HARGA, DAN LOKASI TERHADAP LOYALITAS KONSUMEN
DI WAROENG SPESIAL SAMBAL**

**RIZA TRI HARDIYANTO
071324034**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui kontribusi di setiap variable independen yaitu keunikan masakan, kualitas masakan, harga dan lokasi terhadap variable dependennya itu loyalitas konsumen di Waroeng Spesial Sambal “SS”.

Penelitian ini merupakan jenis penelitian *causal comparative*. Populasi dalam penelitian ini diperoleh dari konsumen yang mengunjungi dan membeli produk Waroeng Spesial Sambal “SS” di jalan Samirano Baru Gondokusuman (depan GOR UNY). Sample yang diteliti sebanyak 60 responden yang dimana penelitian ini dilakukan pada tanggal 3 Oktober 2013. Sampel diambil dengan teknik *accidental sampling*. Dalam penelitian ini data dikumpulkan menggunakan observasi, kuesioner (angket) dan dokumentasi. 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 variable independen terhadap variable dependen.

Hasil analisis regresi berganda menunjukkan bahwa : (1) Ada kontribusi yang positif dan signifikan antara keunikan masakan terhadap loyalitas konsumen ($r_{hitung} = 0,251$ dengan $sig = 0,044 < 0,05$), (2) Ada kontribusi yang positif dan signifikan antara kualitas masakan terhadap loyalitas konsumen ($r_{hitung} = 0,247$ dengan $sig = 0,047 < 0,05$), (3) kontribusi yang positif dan signifikan antara harga terhadap loyalitas konsumen ($r_{hitung} = 0,256$ dengan $sig = 0,017 < 0,05$), (4) Ada kontribusi yang positif dan signifikan antara lokasi terhadap loyalitas konsumen ($r_{hitung} = 0,255$ dengan $sig = 0,037 < 0,05$). Berdasarkan hasil penelitian diperoleh R^2 sebesar 67,1%. Hal ini berarti loyalitas konsumen dapat dijelaskan oleh variable independen yang meliputi keunikan masakan, kualitas masakan, harga, dan lokasi. Maka hasil tersebut dapat disimpulkan bahwa keunikan masakan, kualitas masakan, harga dan lokasi mempunyai kontribusi positif terhadap loyalitas konsumen.

Kata Kunci: Keunikan Masakan, Kualitas Masakan, Harga, Lokasi, Loyalitas Konsumen.

**THE CONTRIBUTION OF UNIQUE CUISINE, CUISINE QUALITY,
PRICE, AND LOCATION TOWARD CONSUMER LOYALTY
IN WAROENG SPECIAL SAMBAL**

RIZA TRI HARDIYANTO

**071324034
ABSTRACT**

This study aims to determine the contribution in each independent variable, namely the uniqueness of cuisine, quality cuisine, price and location towards dependent variable of consumer loyalty in Waroeng Special Sambal "SS".

This research is a *causal comparative research*. The population in this study was obtained from consumers who visited and bought products of Waroeng Special Sambal "SS" in Samirono Baru Gondokusuman (in front of GOR UNY). 60 Samples were examined. The study was conducted on 3rd October 2013. Samples were taken by *accidental sampling* technique. Data were collected by using observation, questionnaires and documentation. 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 variable of independence toward dependent variable.

The results of multiple regression analysis show that: (1) There is a positive and significant contribution between the uniqueness of the cuisine and consumer loyalty ($r_{\text{count}} = 0.251$ with $\text{sig} = 0.044 < 0.05$), (2) There is a positive and significant contribution between the cuisine quality and consumer loyalty ($r_{\text{count}} = 0.247$ with $\text{sig} = 0.047 < 0.05$), (3) there is a positive and significant contribution between prices and consumer loyalty ($r_{\text{count}} = 0.256$ with $\text{sig} = 0.017 < 0.05$), (4) There is a positive and significant contribution between location and customer loyalty ($r_{\text{count}} = 0.255$ with $\text{sig} = 0.037 < 0.05$). Based on the results obtained R^2 of 67.1%. This means that customer loyalty can be explained by the independent variables that include uniqueness of cuisine, quality cuisine, price, and location. Thus these results can be concluded that the uniqueness of cuisine, quality cuisine, price and location contributed positively to the customer loyalty.

Keywords: Unique cuisine, cuisine quality, price, location, Consumer Loyalty.