

ABSTRAK

**ANALISIS TINGKAT KEPUASAN KONSUMEN TERHADAP
RESTORAN WARALABA TAHUN 2003
Studi Kasus Restoran *Kentucky Fried Chicken (KFC)*
Jalan Laksda Adisucipto 167 Yogyakarta**

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Tujuan penelitian ini adalah untuk mengetahui: (1) karakteristik konsumen restoran *KFC* (2) tingkat kepuasan konsumen terhadap mutu produk, pelayanan, fasilitas dan harga; (3) apakah ada perbedaan tingkat kepuasan konsumen terhadap pelayanan ditinjau dari segi status sosial ekonomi. Penelitian studi kasus ini dilakukan di restoran *Kentucky Fried Chicken* Jalan Laksda Adisucipto 167 Yogyakarta.

Jumlah responden 100 orang, dengan teknik pengambilan sampel secara insidental. Teknik pengumpulan data yang digunakan adalah (1) Kuesioner (2) Wawancara (3) Dokumentasi dan (4) Observasi.

Teknik analisis data yang digunakan adalah (1) Analisis Persentase yang bertujuan untuk menganalisis karakteristik konsumen (2) Analisis Indeks Kepuasan Pelanggan (IKP) untuk mengukur tingkat kepuasan konsumen (3) Analisis Varian untuk mengetahui perbedaan tingkat kepuasan konsumen terhadap pelayanan ditinjau dari segi status sosial ekonomi.

Berdasarkan hasil analisis persentase diketahui bahwa sebagian besar responden adalah wanita (66%), berusia antara 29-37 tahun, dengan tingkat pendidikan akhir Diploma/Sarjana, pekerjaan karyawan dan wiraswasta, dengan tingkat pendapatan per bulan antara Rp. 1.083.000,00-Rp. 1.442.000,00. Dari hasil analisis IKP diketahui bahwa konsumen sangat puas terhadap mutu produk, fasilitas dan harga. Sedangkan untuk atribut pelayanan konsumen merasa kurang puas. Dari hasil analisis varian diketahui bahwa tidak terdapat perbedaan tingkat kepuasan konsumen terhadap pelayanan ditinjau dari segi status sosial ekonomi.

ABSTRACT

**An Analysis of Consumers' Satisfaction Level toward
Franchise Restaurant in 2003
A Case Study at "Kentucky Fried Chicken (KFC)" Restaurant,
Laksda Adisucipto 167, Yogyakarta**

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The purpose of this research were to know: (1) the consumers' characteristics of "KFC" (2) the consumers' satisfaction level toward product quality, service, facility and price; (3) whether or not there was any difference level of consumers' satisfaction toward the service based on socio-economic status. This case study analysis was observed in "Kentucky Fried Chicken (KFC)" restaurant at Laksda Adisucipto 167 Yogyakarta.

The number of respondents were 100 people with the technique of insidental sample taking. The techniques used to collect the data were (1) questionnaire (2) interviews (3) documentation and (4) observation.

The data analysis techniques used in this research were (1) Percentage Analysis to analyse the consumers' characteristics (2) Index of Consumers' Satisfaction (*IKP*) analysis to measure the consumers' satisfaction level (3) Varian Analysis to find out the difference level of consumers' satisfaction toward the service based on socio-economic status.

Based on the percentage analysis, it was found that some of respondents were women (66%), with average age between 29-37 year old, with educational degree of bachelor, and monthly income between Rp. 1.083.000,00-Rp. 1.442.000,00. The result of *IKP* analysis showed that consumers' were satisfied with the product quality, facility and price but not the service. From the varian analysis result, it was found that there was no difference level of consumers' satisfaction toward the service based on socio-economic status.