

ABSTRAK

PENGARUH *CUSTOMER EXPECTATION*, *PRODUCT VISUAL APPEAL*, DAN *FOOD QUALITY* TERHADAP *CUSTOMER SATISFACTION* PADA PRODUK WONTON DOWER

Diah Ayu Kristiani
Program Studi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengetahui: (1) *customer expectation*, *product visual appeal*, dan *food quality* secara simultan berpengaruh signifikan terhadap *customer satisfaction* pada produk Wonton Dower, (2) *customer expectation* secara parsial berpengaruh signifikan terhadap *customer satisfaction* pada produk Wonton Dower, (3) *product visual appeal* secara parsial berpengaruh signifikan terhadap *customer satisfaction* pada produk Wonton Dower, (4) *food quality* secara parsial berpengaruh signifikan terhadap *customer satisfaction* pada produk Wonton Dower. Populasi dalam penelitian ini adalah pelanggan Wonton Dower yang telah melakukan pembelian minimal satu kali dalam enam bulan terakhir. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan melalui kuesioner yang berkaitan dengan *customer expectation*, *product visual appeal*, *food quality*, dan *satisfaction*. Analisis data dilakukan menggunakan SPSS versi 26 dengan regresi berganda. Hasil penelitian menunjukkan bahwa: (1) *customer expectation*, *product visual appeal*, dan *food quality* secara simultan berpengaruh signifikan terhadap *customer satisfaction* pada produk Wonton Dower, (2) *customer expectation* secara parsial berpengaruh signifikan terhadap *customer satisfaction* pada produk Wonton Dower, (3) *product visual appeal* secara parsial berpengaruh signifikan terhadap *customer satisfaction* pada produk Wonton Dower, (4) *food quality* secara parsial berpengaruh signifikan terhadap *customer satisfaction* pada produk Wonton Dower.

Kata Kunci *Customer Expectation*, *Product Visual Appeal*, *Food Quality*, dan *Customer Satisfaction*.

ABSTRACT

THE INFLUENCE OF CUSTOMER EXPECTATION, PRODUCT VISUAL APPEAL, AND FOOD QUALITY ON CUSTOMER SATISFACTION AT WONTON DOWER

Diah Ayu Kristiani
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta
2025

This study aims to determine: (1) whether customer expectation, product visual appeal, and food quality simultaneously have a significant effect on customer satisfaction with Wonton Dower products, (2) whether customer expectation partially has a significant effect on customer satisfaction with Wonton Dower products, (3) whether product visual appeal partially has a significant effect on customer satisfaction with Wonton Dower products, (4) whether food quality partially has a significant effect on customer satisfaction with Wonton Dower products. The population in this study were Wonton Dower customers who had made at least one purchase in the last six months. The sampling technique used was purposive sampling. Data was collected through questionnaires related to customer expectation, product visual appeal, food quality, and satisfaction. Data analysis was performed using SPSS version 26 with multiple regression. The results showed that: (1) customer expectation, product visual appeal, and food quality simultaneously had a significant effect on customer satisfaction with Wonton Dower products, (2) customer expectation partially had a significant effect on customer satisfaction with Wonton Dower products, (3) product visual appeal partially had a significant effect on customer satisfaction with Wonton Dower products, (4) food quality partially had a significant effect on customer satisfaction with Wonton Dower products.

Keywords: Customer Expectation, Product Visual Appeal, Food Quality, Customer Satisfaction.