



## ABSTRAK

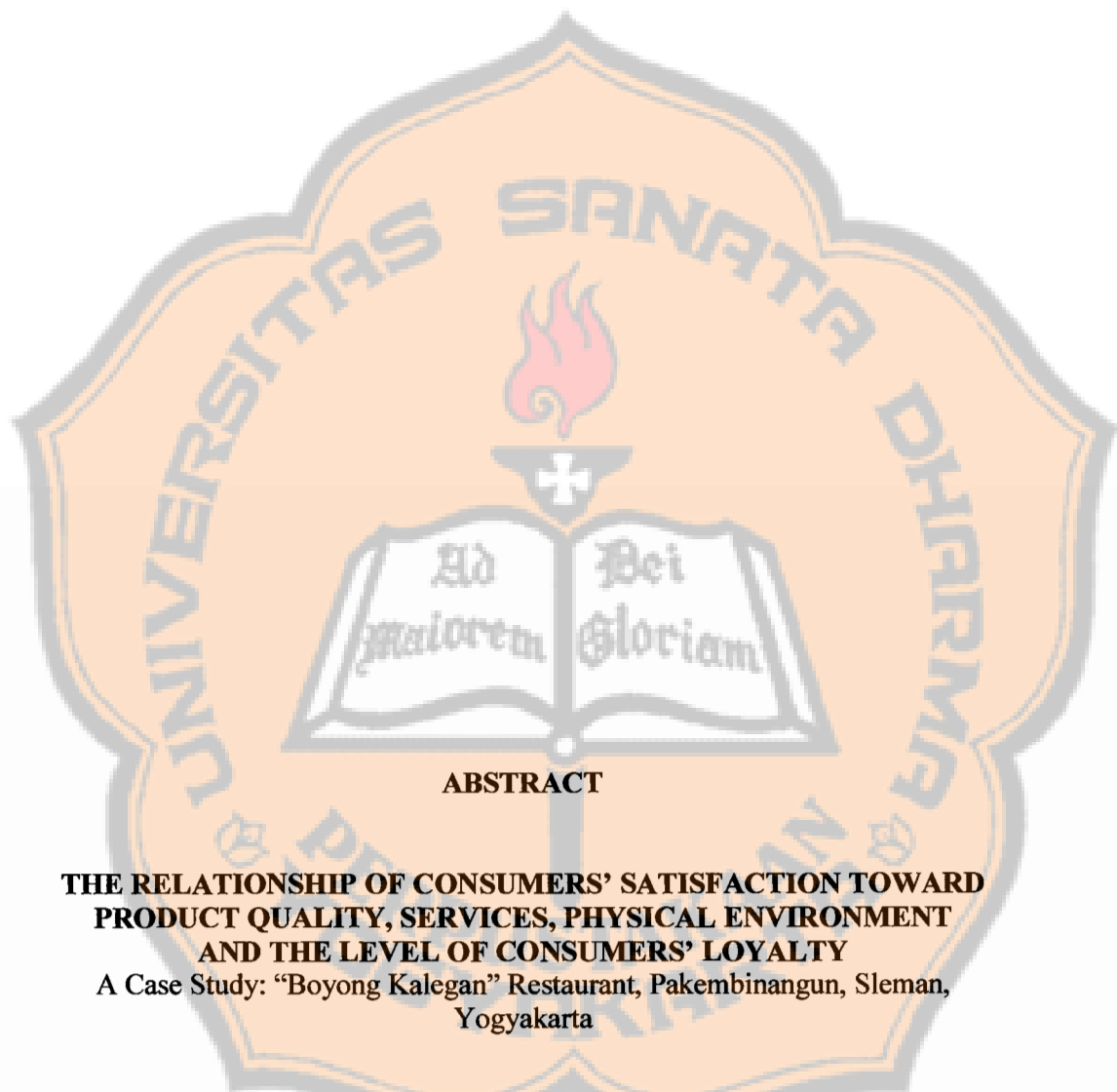
### **HUBUNGAN KEPUASAN KONSUMEN TERHADAP KUALITAS PRODUK, PELAYANAN, LINGKUNGAN FISIK DENGAN TINGKAT LOYALITAS KONSUMEN**

Studi Kasus: Restoran Boyong Kalegan, Pakembinangun Sleman, Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: (1) ada hubungan positif antara kepuasan konsumen terhadap kualitas produk dengan tingkat loyalitas konsumen; (2) ada hubungan positif antara kepuasan konsumen terhadap pelayanan dengan tingkat loyalitas konsumen; (3) ada hubungan positif antara kepuasan konsumen terhadap lingkungan fisik dengan tingkat loyalitas konsumen; (4) ada hubungan positif antara kepuasan konsumen terhadap kualitas produk, pelayanan, lingkungan fisik dengan tingkat loyalitas konsumen.

Penelitian ini dilaksanakan di Restoran Boyong Kalegan, Pakembinangun Sleman, Yogyakarta pada bulan Maret-April 2006. Populasi dalam penelitian ini adalah seluruh pelanggan Restoran Boyong Kalegan. Sampel penelitian ini berjumlah 100 orang. Teknik pengambilan sampel adalah *accidental sampling*. Teknik pengumpulan data menggunakan wawancara, dokumentasi, kuesioner.



**ABSTRACT**

**THE RELATIONSHIP OF CONSUMERS' SATISFACTION TOWARD  
PRODUCT QUALITY, SERVICES, PHYSICAL ENVIRONMENT  
AND THE LEVEL OF CONSUMERS' LOYALTY**

A Case Study: "Boyong Kalegan" Restaurant, Pakembinangun, Sleman,  
Yogyakarta

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This research was aimed to know whether or not: (1) there is a positive correlation between consumers' satisfaction of the product quality and the level of consumers' loyalty; (2) there is a positive correlation between consumers' satisfaction to the services and the level of consumers' loyalty; (3) there is a positive correlation between consumers' satisfaction of the physical environment and the level of consumers' loyalty; (4) there is a positive correlation between consumers' satisfaction to the product quality, the services, the physical environment taken together and the level of consumers' loyalty.

This research was conducted in "Boyong Kalegan" Restaurant, Pakembinangun, Sleman, Yogyakarta from March to April 2006. The population of the research was all of the customers of "Boyong Kalegan" Restaurant. The samples of the research were 100 people. The technique of sample taken was an