ABSTRAK

PENGARUH KUALITAS PELAYANAN DAN KUALITAS PRODUK TERHADAP KEPUASAN PELANGGAN (WARDANA POOL AND CAFE KABUPATEN TULUNGAGUNG)

Titin Maharani

titinmaharani18@gmail.com

Program Studi Ekonomi Manajemen

Fakultas Ekonomi dan Bisnis Universitas Kadiri

Dosen Pembimbing: 1. Endang Triwidyati, SE, MM.

2. Katherin Daniar, S.Tr.M., MM.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan kualitas produk terhadap kepuasan pelanggan pada Wardana Pool and Cafe Kabupaten Tulungagung. Jenis penelitian yang digunakan adalah penelitian kuantitatif yang bertujuan untuk menjelaskan hubungan kausal antar variabel melalui pengujian hipotesis. Populasi dalam penelitian ini adalah seluruh pelanggan Wardana Pool and Cafe Kabupaten Tulungagung. Teknik pengambilan sampel menggunakan purposive sampling dengan kriteria responden yang pernah melakukan pembelian atau menggunakan layanan di Wardana Pool and Cafe minimal satu kali. Metode pengumpulan data dilakukan melalui penyebaran kuesioner kepada responden. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas produk juga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Secara simultan, kualitas pelayanan dan kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada Wardana Pool and Cafe Kabupaten Tulungagung. Temuan penelitian ini menunjukkan bahwa peningkatan kualitas pelayanan dan kualitas produk dapat meningkatkan tingkat kepuasan pelanggan sehingga dapat menjadi dasar bagi perusahaan dalam meningkatkan kualitas layanan dan produk yang ditawarkan..

Kata Kunci: Kualitas Pelayanan, Kualitas Produk, Kepuasan Pelanggan.

ABSTRACT

THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION

(WARDANA POOL AND CAFE, TULUNGAGUNG REGENCY)

Titin Maharani

titinmaharani18@gmail.com

Management Economics Study Program

Faculty of Economic & Business Kadiri Univercity

Supervisor: 1. Endang Triwidyati, SE, MM.

2. Katherin Daniar, S.Tr.M., MM.

This study aims to determine the effect of service quality and product quality on customer satisfaction at Wardana Pool and Cafe in Tulungagung Regency. This study employed a quantitative aiming to explain the causal relationship between variables through hypothesis testing. The population in this study was all customers of Wardana Pool and Cafe in Tulungagung Regency. The sampling technique used purposive sampling, with the criteria being that respondents had made a purchase or used services at Wardana Pool and Cafe at least once. Data collection was conducted through questionnaires. Data analysis techniques used included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-tests, F-tests, and coefficients of determination. The results showed that service quality had a positive and significant effect on customer satisfaction. Product quality also had a positive and significant effect on customer satisfaction. Simultaneously, service quality and product quality had a positive and significant effect on customer satisfaction at Wardana Pool and Cafe in Tulungagung Regency. The findings of this study indicate that improving service and product quality can increase customer satisfaction levels, thus providing a basis for companies to improve the quality of their services and products.

Keywords*: *Service Quality, Product Quality, Customer Satisfaction.