

ABSTRACT

Along with the growth of the culinary business in Semarang, causing the higher level of competition which is faced by KOPIKITA. There are many kinds of consumer complaints which are given to KOPIKITA indicates that consumer satisfaction is not optimal. The purpose of this research is to analyze the effect of product quality, service quality and located on consumer satisfaction in KOPIKITA.

This research tests three independent variables they are product quality service quality and located that can affect variable dependent it is consumer satisfaction. Population of this research are consumers of KOPIKITA. Samples were taken of 100 respondents by using non-probability sampling technique with the purposive sampling approach. Data was collected by using a survey method through questionnaires which were filled out by consumers. Then, the data obtained were analyzed using multiple regression analysis. This analysis includes: validity test, reliability test, classic assumption test, multiple regression analysis, hypothesis testing through the t test and F test, and coefficient of determination analysis (R^2).

From the regression analysis equation was obtained as follows,

$$Y = 0,324 X_1 + 0,305 X_2 + 0,224 X_3$$

Variable product quality has the greatest influence on consumer satisfaction for 0,324, followed by variable service quality amounting to 0,305. While variable located have an lowest influence compared to other variables for 0,224. The results of analysis using the t test can be known that the three independent variables are product quality (X_1), service quality (X_2) and located (X_3) partially influence significantly on the dependent variable is consumer satisfaction (Y). Then the results of analysis using the F test can be known that the three independent variables are product quality (X_1), service quality (X_2) and located (X_3) together significantly influence on the dependent variable is consumer satisfaction (Y). The result of analysis which uses the coefficient of determination is known that 55% variations of consumer satisfaction can be explained by product quality, service quality, and located whereas 45% can be explained by other variables that are not included in this research.

Key word : product quality, service quality, located consumer satisfaction