ABSTRACT

The purpose of this study is to investigate and analyze the effect of product quality to customer satisfaction Kawasaki Ninja 250 in Sidoarjo. Respondents were used in this study is 100 respondents who have ever bought and riding a motorcycle Kawasaki Ninja 250 at least in the last 6 months and perform routine maintenance at authorized dealers, both men and women with at least high school or equivalent education and resides in Sidoarjo.

Data processing method used is simple linear regression analysis and coefficient of determination. To prove the working hypothesis that allegedly influence between the variables of product quality to customer satisfaction Kawasaki Ninja 250 in Sidoarjo then test used is the two-tailed t test (two-tailed test) with a significance level used was 5%.

Effect of product quality to customer satisfaction is shown in regression coefficient of 0.953. From the analysis of the coefficient of determination (R^2) known amount of R^2 is 0.909 which means that variations in the quality of the product is able to explain the variation in customer satisfaction Kawasaki Ninja 250 in Sidoarjo was 90.9%. While the remaining 9.1% is explained by other variables that are not observed. From the results of hypothesis testing via t test significant value given the significant value of 0.000 which is much smaller than the significance level of 0.05 so H_0 is rejected and H_1 is accepted at the 5% significance level.

Keyword : Product quality, Customer satisfaction, Motorcycle