

INTISARI

Kualitas layanan dan kualitas produk dianggap penting bagi perusahaan karena penjualan bersumber dari dua kelompok dasar, yaitu pelanggan baru dan pelanggan yang membeli ulang. Kualitas layanan dan kualitas produk mempunyai pengaruh yang kuat terhadap kepuasan pelanggan. Oleh karena itu pemantauan dan pengukuran terhadap kepuasan pelanggan merupakan hal yang sangat penting bagi pemasar. Rumusan masalah dalam penelitian ini adalah bagaimana pengaruh Bukti Fisik, Keandalan, Daya Tanggap, Jaminan, Empati terhadap kualitas layanan ; bagaimana pengaruh Kinerja, Keistimewaan, Keandalan, Kesesuaian, Daya Taha, Mudah Diperbaiki, Gaya, Rancangan terhadap kualitas produk ; bagaimana pengaruh kualitas layanan dan kualitas produk terhadap kepuasan pelanggan di *Boncafe Steak and Ice Cream* Manyar Surabaya. Penelitian ini menggunakan lima dimensi kualitas layanan, delapan dimensi kualitas produk dan tiga atribut kepuasan pelanggan.

Populasi dalam penelitian ini adalah pelanggan restoran *Boncafe Steak and Ice Cream* Manyar di Surabaya. Penelitian ini menggunakan *non probability sampling*, dimana jumlah populasi tidak teridentifikasi dan jumlah sampel yang digunakan sebanyak 150 responden. Metode analisis yang digunakan adalah metode analisis jalur dan analisis regresi linear berganda dengan bantuan alat analisis SPSS 21.0 *for Windows*.

Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan kualitas layanan dan kualitas produk terhadap kepuasan pelanggan restoran *Boncafe Steak and Ice Cream* Manyar di Surabaya. Hasil analisis regresi diperoleh *Adjusted R²* sebesar 0,597 atau 59,7 %, hal ini menunjukkan bahwa variasi kualitas layanan dan kualitas produk yang diberikan restoran *Boncafe Steak and Ice Cream* Manyar di Surabaya mampu menjelaskan variasi kepuasan pelanggan sebesar 59,7 %.

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

ABSTRACT

Service quality and product quality are considered important for the company because the sales derived from two basic groups, namely new customers and customers who buy again. Service quality and product quality has a strong influence on customer satisfaction. Therefore, monitoring and measurement of customer satisfaction is very important for marketers. The problem in this research is : (1) How the influence of Tangible, Reliability, Responsiveness, Assurance, Empathy towards service quality ; (2) How the influence of Performance, Features, Reliability, Conformance, Durability, Repairability, Style, Design towards product quality ; (3) How to influence service quality and product quality to customer satisfaction in Boncafe Steak and Ice Cream Manyar Surabaya. This study uses five dimensions of service quality, eight dimensions of product quality and three attributes of customer satisfaction.

The population in this research is customer in restaurant Boncafe Steak and Ice Cream Manyar Surabaya. This research used a non-probability sampling, where the total population is not identified and used as a sample number of 150 respondents. The analytical method used is the method of path analysis and multiple linear regression analysis with the help of analysis tools SPSS 21.0 for Windows.

The results of this research is significant influence service quality and product quality to customer satisfaction in Restaurant Boncafe Steak and Ice Cream Manyar Surabaya. Results of regression analysis adjusted R^2 of 0.597 or 59.7%, this shows that the variation of service quality and product quality provided in Restaurant Boncafe Steak and Ice Cream Manyar Surabaya able to explain variations in customer satisfaction by 59.7%.

Keywords: Service Quality, Products Quality, Customer Satisfaction.