SUMMARY

RACHMAD HANAFI AJIS. 2014. Impact of Service, Product Quality to Consumers Satisfaction and Behavioral Intention at Coffee Toffee. Supervised by RITA NURALINA dan KIRBRANDOKO.

In Indonesia, coffee became a very popular plantation commodities by residents. It can be seen from the increase in coffee consumption in Indonesia as a whole. As a potential commodity, coffee is widely used as a raw material for processed products by small, medium, and large business. Coffee drinking culture on the Indonesian people has lasted long. However, as times change, a change in people's lifestyle to enjoy the coffee. initially only used as a drink regular coffee that can be brewed their own home. Increased coffee consumption and lifestyle changes lead to start coffee shop industry growing in Indonesia. The development of modern coffee shop can be seen in urban centres because of the urban society more than the rural society.

This research aims to identify the characteristics of consumer Coffee Toffee, analyze the factors affecting the satisfaction and behavioral Intention on consumer Coffee Toffee, analyze the level of satisfaction and behavioral intention consumer Coffee Toffee and formulating managerial implications for increasing customer satisfaction as well as give rise to behavioral intention consumer Coffee Toffee.

The research is conducted at coffee, toffee bogor H. Achmad Adnawidjaya Road No.84, Pandu Raya bogor utara. The data was collected on august 2013 until october 2013. The research conducted with descriptive methods through approach case study. The determination of the respondents conducted by convenience sampling techniques method. The data respondents conducted by spreading to a questionnaire that is coffee consumer toffee. The number of respondents used are 150 respondents.

Data Processing techniques and analysis conducted a descriptive analysis method by way of tabulating the data so generated a percentage of data that describe the characteristics of respondents, analysis of Structural Equation Modeling (SEM) using LISREL program to analyze the relationship between the variable quality of service, product quality and customer satisfaction as well as to the perception of influence satisfaction against the intention to behave as well as consumer satisfaction index analysis to measure the level of satisfaction of attributes is used.

Based on descriptive analysis, found that most consumers at Coffee Toffee are woman with the percentage 54%. Coffee toffee most visited by visitors whose profession as private employee and student with age below 30 years. Expenditure intermediate coffee toffee visitors per month most ranges between Rp 1,000,000 to Rp 2,000,000 and below Rp 1,000,000. Most consumers who come to coffee toffee spend money as much as Rp 25,000 to rp 50,000 per visiting Coffee Toffee. Generally visitors coffee toffee also has visited other coffee shop except Coffee Toffee so can conclude that visitors coffee toffee are consumers with double loyalty. It is seen the result analysis showing that 74 % of respondents has visited toher coffee shop than Coffee. As many as 41,3 % of respondents spend time between 60 minutes until 90 minutes every time visit Coffee Toffee.

Based on SEM analysis were performed using the software LISREL, showed that all exogenous latent variables in a positive and significant effect on satisfaction and satisfaction is also positive and significant impact in shaping consumer behavior.
intention to Coffee Toffee. Exogenous latent variables that most influence on customer satisfaction is a variable Product Quality and the smallest influence is tangible. In the tangible dimension indicator variables that most influence is the appearance of employees. Indicator variables that most influence the reliability dimension is the suitability of service. On the assurance dimension, indicator variables that most influence is the employee who can be trusted. Indicator variables that most affect the dimensions of responsiveness is the willingness of employees to help consumers. As for the dimensions of empathy, the most influential indicator variable is the speed of the employees' apology when things go wrong.

In the variable product quality, an indicator variable that most influences are varied menu of coffee. As for the variable perceived value, an indicator variable that most affects price is conformity with the quality of coffee offered.

CSI analysis results showed overall satisfaction index score indicator variables forming satisfaction is 79.90% with a weighted CSI scores ranged from 0.24 to 7.42. Coffee Toffee customer satisfaction index as a whole is in the satisfied category. From all the indicator variables, the entire dimension of the Product Quality indicator variable has a highest weighted CSI value while the lowest value is the value of the indicator variable weighted CSI availability of parking space. CSI values that are in the category settle a positive impact on consumer behavioral intention. Positive response of the customer intends to come back to Coffee Toffee and want to recommend Coffee Toffee.

Suggestions to refine the analysis in future studies are necessary to further research in order to determine consumer expectations and performance gaps are necessary to further refine the analysis in future studies. Indicator variables that most influence the reliability dimension is the suitability of employees. Indicator variables that most influence the dimensions of responsiveness is the willingness of employees to help consumers. As for the dimensions of empathy, the most influential indicator variable is the speed of the employees' apology when things go wrong. In the variable product quality, an indicator variable that most affect the perceived value, an indicator variable that most affects price is conformity with the quality of coffee offered.

Keyword : Service Quality, Product Quality, Perceived Value, Satisfaction, Behavioral Intention