SUMMARY

HUSEIN SLAMET RAMDHANI. Effect of Product Quality, Service Quality and Perceived Value on Satisfaction and Customer Loyalty Sop Durian XYZ. Supervised by ARIEF DARYANTO and AMZUL RIFIN

The level of competition and competitive among businesses processed durian creates large consumers the opportunity to freely choose which outlets they prefer. For that, in winning the competition, every entrepreneur processed durian should be able to deliver what consumers expect that consumers satisfied. Because the key to achieving the company's goal is to satisfy customers more effectively than what is done by the competitors.

Declining sales performance of the tavern Sop Durian bangbarung XYZ branch indicate the problems faced by the company to the customers satisfaction. For that to improve sales performance, the company need any research on customer satisfaction and the factors that affect customer satisfaction and loyalty. So the future is expected the company can improve its performance in creating satisfaction and loyalty for customers.

This study uses a descriptive survey approach, where the use of a questionnaire conducted to collect data on research. The type of data used to complete this research is primary data and secondary data. Primary data was obtained through the use of questionnaires given to consumers who are willing to study respondents, while the secondary data obtained from various literature studies are required. Sampling method used in this study is a survey method with convenience sampling technique. Criteria as a sample of potential respondents in this survey is consumers who never eat soup Durian XYZ in the past month.

This study uses four analysis is descriptive analysis, Structural Equation Modeling (SEM), Customer Satisfaction Index (CSI) and Customer Loyalty Index (CLI). Descriptive analysis was conducted to determine how the characteristics of the respondents. SEM analysis was conducted to determine the factors that affect customer satisfaction and loyalty. CSI analysis was conducted to measure the level of consumer satisfaction in the form of percentage of the extent to which the product can meet the satisfaction of the CLI konsumen. Analysis done to measure the level of customer loyalty in the form of percentage of the extent to which consumers are loyal to Sop Durian XYZ. CSI and CLI analysis performed to complete the analysis of SEM because only analyze weight, relationships, and the influence of the latent variables and indicators of satisfaction and not been able to show the percentage of the extent to which the product has been satisfying consumers.

The results of a descriptive analysis based on demography, found that most consumers Sop Durian XYZ Bangbarung Bogor branch works as a private employee and student. Durian Soup consumer age group XYZ dominated by 20-30 year age range and age group less than 20 years. Consumers Sop Durian XYZ dominated by female consumers. Average monthly expenditure of the age group is quite diverse despite spending more on a group of less than one million to three million.
The results of SEM analysis in this study shows that the model built in this study met the criteria Goodness of Fit (GOF) that meet the criteria of a good SEM models, so that the resulting SEM model explains how the condition is actually happening in lapangan. Hasil SEM analysis showed that exogenous latent variables tangible, reliability, responsiveness, assurance, and empathy have no significant relationship to satisfaction because it has a t-test value below 1.96. The results of SEM analysis on other exogenous latent variables, namely the quality of the product (product quality) and consumer perceptions of value (perceived value) has a significant relationship to satisfaction as it has a t-test value above 1.96. Variables not significantly related to satisfaction remain included in our model because the variable component still contributes in building models of SEM studies of consumer satisfaction and loyalty Durian Soup XYZ.

Consideration of consumers to eat Durian Soup XYZ based variable product quality (product quality) include soup taste delicious durian (X18), the menu varied diet (x19), and the interesting presentation (X20), while in terms of consumers' perceptions of value (perceived value) consists of competitive price (X21), and the appropriateness of the price with quality (X22).

Consumer satisfaction is composed of three indicator variables were tested in this study is satisfaction with the product (Y1), satisfied with the service (Y2), and satisfied with the atmosphere in Sop Durian XYZ (Y3). Consumer satisfaction is significant and positive influence on loyalty, where loyalty is formed by three indicator variables consisting of just want to eat Durian Soup XYZ (Y4), recommending to another person (Y5) and keep buying when prices rise (Y6).

The results of the analysis and CLI CSI found that consumers feel satisfied Sop Durian XYZ but less loyal. This is because most of the customers are first-time customers to try Durian Soup XYZ. Consumer satisfaction is awakened not encourage them to have a loyal attitude towards Durian Soup XYZ.

Based on the research results, then there are several managerial implications that need to be considered Sop Durian XYZ managers in order to maintain customer satisfaction and loyalty has been achieved at this time. The management's good to be able to pay attention to the dimensions of product quality (product quality) and consumer perceptions of value (perceived value) as the second dimension that has a significant positive effect on satisfaction.

Keywords: Loyalty, Satisfaction, SEM