SUMMARY

DODI ISKANDAR. Influence of Service, Product Quality and Perceived Value on Costumer Satisfaction and Repurchase at Kedai Sop Durian Lodaya in Bogor. Supervised by RITA NURMALINA dan ETTY RIANI.

Durian is one of the very famous agricultural products in Indonesia. Data years 2002 through 2010 indicate that consumption of durian in Indonesia increased approximately 25.53% annually. In 2011 the durian consumption decreased by 66.67% compared to the previous year (2011 BPS). Based on the data of the Central Bureau of statistics (2011), predicted in 2012 to 2013, durian consumption nationwide experiencing fluctuations and tends to decrease. Diversification of processed products made from durian is urgently needed to attract people's interest towards durian. Currently encountered different types of processed foods made from durian durian surabi, the ice like durian, durian cake, durian, durian bajigur beverages candy, and most recently and is being sought after is the sop durian. Competition will encourage our businessmen to do business better, different from the others, and has its own charm.

The quality of the products (product quality) and quality of service (service quality) that either will make consumers loyal and always buy the products in the company, so the company can understand the needs and expectations of consumers and will have an impact on customer satisfaction. Consumer satisfaction become the most critical factor in marketing priority because it will cause consumers to return visit. According to Ryu and Han (2012) stating that the right combination of tangible aspects and intangible produce the perception of service quality of good cafes, to culminate in customer satisfaction. Some of the variables examined to determine its effect on customer satisfaction, so that it can eventually known variables which need to be developed to enhance consumer satisfaction. Types of restaurants and has the distinction of consumer characteristics of the factors affecting the satisfaction of its customers. Based on this, there is a premise that States that consumers who are satisfied with a product and or services provided are alleged to be re-purchase (purchase intention), try other products and or services being offered, the company recommends the primacy of company products and or services to another party (the positive word of mouth) and tend to be loyal to the company (Anderson et al. 1994; Andreassen's and Lindestad 1998; Naser et al. 1999).

The store that durian Sop and are developing at the moment is A Sop Durian Lodaya (KSDL), located at Bangbarung street, Bogor City. The results of interviews that general consumer segments being targeted KSDL consists of students, and employees with an age range between 15-30 years. Informant also stated that the majority of consumer complaints are about variety menu , parking space is too narrow, and the availability of seats less. Research on the matter has not been done in KSDL, then to prove the truth of these problems researchers feel the need to conduct research on "The Effects of Service, Product Quality and Perceived Value on Consumer Satisfaction and Consumer Repurchase at Durian Lodaya Sop shops in Bogor "

The purpose of this research is to identify the characteristics of consumer behavior, analyzing the factors affecting the satisfaction and consumer purchase
intention, analyzing the level of satisfaction and consumer purchase intention, formulate the managerial implications to improve consumer satisfaction and raises the purchase intention in KSDL consumers. Data collection was done by disseminating a questionnaire to the 140 respondents using convenience sampling. Variables used in the study of latent variables (X) exogenous and endogenous variables (Y). The methods used to process data, Structural Equation Modelling (SEM) by using the tools in the form of software (LISREL) version 8.51. As for knowing the level of consumer satisfaction consumer satisfaction index KSDL used or Customer Satisfaction Index (CSI) with weighting technique on each indicator is used as a constituent of satisfaction. This method uses the tools of software (SPSS) version 21.

The results showed that most consumers KSDL-sex with women is the age group between 20-30 years as well as the age group of less than 20 years old as private employees. The average monthly expenditure of between IDR 1,000,000 until IDR 2,000,000, they spend his money between IDR 50,000 to IDR 75,000 just in time to visit an average of less than 60 minutes. On consumer purchase behavior KSDL, most consumers have never been to another durian sop. SEM analysis of the results shows that all constituent satisfaction variables influence significantly to consumer satisfaction in KSDL. In order from the largest influence until the smallest is product quality, assurance, tangible, responsiveness, reliability, empathy, dan perceived value. The result of processing the CSI indicated that the level of consumer satisfaction in KSDL by 64.88%. The figure is included in the category are satisfied. With the influence of consumer satisfaction are significant to KSDL repurchase, it will be able to help raise the level of satisfaction kosumen. This can be seen from the consumer's willingness to buy back and the willingness of consumers to KSDL recommends to others.

KSDL management must always pay attention and do the addition a varied menu. With the increasing variety of menu sop durian, expected consumers increasingly frequent visitor to try the new menu. Other indicators to watch out for is the availability of parking lots (X4) on tangible variables. This is according to the circumstances on the ground that the parking lots available even in very narrow sidewalk only. Therefore management should expand KSDL parking lots for your convenience consumer parking so that will impact the increased consumer satisfaction. Appropriate conditions on the ground that the availability of seating (X3) should also be copied. Addition of seats capacity, then the consumer would not stand to wait and antree sitting empty. Expected to further research the variables examined may be taken from other theories that form the consumer satisfaction as using the 7P theory in marketing the product, price, place, promotion, people, process, and physical evidence. Thus so that the results obtained will be more diverse and strengthen current research.

Keywords: consumer satisfaction, Lodaya durian stalls sop, structural equation modeling (SEM)