

ABSTRAK

Penelitian ini mengkaji pengaruh kualitas produk terhadap kepuasan pelanggan pada Kopi Risna. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner dari 97 responden pelanggan Kopi Risna dan dianalisis menggunakan SPSS. Hasil uji validitas dan reliabilitas menunjukkan instrumen penelitian valid dan reliabel. Analisis regresi linear sederhana mengungkapkan bahwa kualitas produk memiliki pengaruh yang signifikan dan positif terhadap kepuasan pelanggan (koefisien regresi 0,726; signifikansi 0,000). Ini mengindikasikan bahwa peningkatan kualitas produk secara langsung berkontribusi pada peningkatan kepuasan pelanggan. Koefisien determinasi (R^2) sebesar 0,526 menunjukkan bahwa 52,6% variasi kepuasan pelanggan dapat dijelaskan oleh kualitas produk. Indikator kualitas produk seperti kinerja, daya tahan, reliabilitas, estetika, dan kesan kualitas terbukti menjadi faktor kunci. Meskipun kualitas produk dominan, masih terdapat 47,4% variasi kepuasan pelanggan yang dipengaruhi oleh faktor lain di luar model ini. Penelitian ini merekomendasikan Kopi Risna untuk mempertahankan dan meningkatkan konsistensi kualitas produk serta mengoptimalkan pelayanan. Untuk penelitian selanjutnya, disarankan untuk mengintegrasikan variabel lain seperti kualitas pelayanan, harga, dan citra merek guna menjelaskan kepuasan pelanggan secara lebih komprehensif.

Kata kunci : Kualitas Produk, Kepuasan Pelanggan, Kopi Risna

ABSTRACT

This study examines the influence of product quality on customer satisfaction at Kopi Risna. Using a quantitative approach, data was collected through questionnaires from 97 Kopi Risna customers and analyzed using SPSS. The validity and reliability tests confirmed that the research instrument was valid and reliable. Simple linear regression analysis revealed that product quality has a significant and positive effect on customer satisfaction (regression coefficient of 0.726; significance of 0.000). This indicates that improving product quality directly contributes to increased customer satisfaction. The coefficient of determination (R^2) of 0.526 shows that 52.6% of the variation in customer satisfaction can be explained by product quality. Indicators of product quality, such as performance, durability, reliability, aesthetics, and perceived quality, were proven to be key factors. Although product quality is dominant, 47.4% of the variation in customer satisfaction is still influenced by other factors outside this model. This study recommends that Kopi Risna maintain and enhance product quality consistency while optimizing service. For future research, it is suggested to integrate other variables, such as service quality, price, and brand image, to provide a more comprehensive explanation of customer satisfaction.

Keywords: Product Quality, Customer Satisfaction, Kopi Risna.