ABSTRACT

This study aims to examine and analyze the Influence of Products, Prices, Promotions, Distribution and Imagery of Kapal Api Coffee Brands affecting the Customer Satisfaction of Kapal Api Coffee. The sampling technique uses accidental sampling but still meets the specified criteria. This research was conducted by questionnaire method on 273 Kapal Api coffee drinkers in Ciampel Subdistrict, Karawang Regency, West Java, which can be ascertained as customers of Kapal Api coffee. Quantitative analysis includes validity test, reliability test, classic assumption test, multiple regression analysis, t-test, R^2 coefficient of determination and -F test. The results showed that R^2 was 45.2% which showed that the independent variable was influenced by variables consisting of product quality, price, promotion, distribution, and brand image. The remaining 54.8% is influenced or explained by other variables not included in this research model. Simultaneously, product, price, promotion, distribution and brand image significantly influence together with customer satisfaction with a significance value of F, which is equal to 0,000. Partially, product, price, promotion, distribution and brand image have a positive and significant effect on customer satisfaction

Keywords: Product, Price, Promotion, Distribution, Brand Image, Customer Satisfaction

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis Pengaruh Produk, Harga, Promosi, Distribusi dan Citra Merek Kopi Kapal Api berpengaruh terhadap Kepuasan Pelanggan Kopi Kapal Api. Teknik pengambilan sampel menggunakan accidental sampling namun tetap memenuhi kriteria yang sudah ditentukan. Penelitian ini dilakukan dengan metode kuisioner terhadap 273 peminum kopi Kapal Api di Kecamatan Ciampel Kabupaten Karawang Jawa Barat yang sudah bisa dipastikan adalah pelanggan kopi Kapal Api. Analisis kuantitatif meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi berganda, uji-t, Koefisien determinasi R^2 dan Uji -F. Hasil penelitian menunjukkan bahwa diperoleh R^2 sebesar 45,2% yang menunjukkan bahwa variable bebas dipengaruhi oleh variable yang terdiri dari kualitas produk, harga, promosi, distribusi, dan citra merek. Sisanya sebesar 54,8% dipengaruhi atau dijelaskan oleh variable lain yang tidak dimasukkan dalam model penelitian ini. Secara simultan, produk, harga, promosi, distribusi dan citra merek secara signifikan berpengaruh secara bersama-sama terhadap kepuasan pelanggan dengan nilai signifikasi F yaitu sebesar 0,000. Secara parsial, produk, harga, promosi, distribusi dan citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci : Produk, Harga, Promosi, Distribusi, Citra Merek, Kepuasan Pelanggan