

Abstract

This study aims to examine the effect of product attributes, the service quality and brand image on customers satisfaction. This Research is quantitative and explanative in nature. Both primary and secondary data were obtained. Secondary data were obtained from various sources such as journal, and books. Primary data were obtained by using questionnaire. The respondents were the customers of Coffee on the Run, Jakarta. Using accidental sampling technique, a total of 100 responses were obtained. Data were examined using both descriptive and statistical analysis.

Using regression analysis, it was found that partially product attributes, quality service, brand image had positive effect on customer's satisfaction. Furthermore, It was found that simultaneously, product attributes, quality service, brand image had also positive effect on customer's satisfaction. The researcher suggests that the company should make an improvement on product attributes, diversify coffee products by displaying a new menu or a menu and a reasonable price, improving service to customers, discipline, responsive and friendly. And promotion also important to do, it because will have the "target audience" is very broad, so that in a short time the message was about the image Coffee On the Run will be more acceptable to consumers

Keywords: product attributes, quality service, brand image and customer satisfaction

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh atribut produk, kualitas layanan dan citra merek terhadap kepuasan pelanggan. Penelitian ini bersifat kuantitatif eksplanatif dan dilakukan di lapangan untuk mendapatkan data primer dan sekunder. Selain itu data sekunder diperoleh dari berbagai sumber seperti jurnal, dan buku. Data primer diperoleh dengan menggunakan kuesioner. Responden adalah pelanggan dari *Coffee On the Run*, Jakarta. Dengan menggunakan teknik accidental sampling, total 100 tanggapan diperoleh. Data diuji dengan menggunakan analisis deskriptif maupun statistic.

Menggunakan analisis regresi, ditemukan bahwa secara parsial atribut produk, kualitas layanan, citra merek berpengaruh positif pada kepuasan pelanggan. Selanjutnya, ditemukan bahwa secara simultan, produk atribut, kualitas layanan, citra merek berpengaruh juga positif terhadap kepuasan pelanggan. Peneliti menyarankan bahwa perusahaan harus meningkatkan kualitas atribut produk seperti diversifikasi minuman kopi dengan menampilkan menu baru atau menu dengan harga yang tetap terjangkau, meningkatkan pelayanan, disiplin, responsif dan ramah kepada pelanggan. Dan promosi juga penting untuk dilakukan, akan mendapatkan "target pelanggan" yang lebih luas, sehingga dalam waktu singkat merek tentang *Coffee On The Run* akan lebih diterima oleh pelanggan

Kata kunci: Atribut produk, kualitas pelayan, citra merek dan kepuasan pelanggan



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