

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, kualitas pelayanan, dan kualitas produk dan kepuasan pelanggan Starbucks Tebet Raya. Objek penelitian adalah konsumen Starbucks Tebet Raya. Populasi dalam penelitian ini adalah seluruh konsumen yang pernah melakukan pembelian di Starbucks Tebet Raya yang jumlahnya tidak diketahui secara pasti. Jumlah sampel yang ditentukan adalah 235 responden dengan menggunakan metode perhitungan berdasarkan rumus heur jumlah indikator dikalikan 5. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian adalah kuesioner. Metode analisis karakteristik responden menggunakan *Statistical Package for the Social Science (SPSS)* dan metode analisis data menggunakan *Partial Least Square (PLS)*. Penelitian membuktikan bahwa citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci: Citra Merek, Kualitas Pelayanan, Kualitas Produk, Kepuasan Pelanggan.



ABSTRACT

This research aims to analyze the impact of brand reputation, service quality, product quality, and customer satisfaction in Starbucks Tebet Raya. The object of this research are Starbucks Tebet Raya's customer. Population used in this research are all of the customers that have made a purchase in Starbucks Tebet Raya, from which the numbers of the customers said above are not exact. The number of samples that were decided to be used on this research are 235 respondents and measured using the calculation method based on heir's formula that multiplies the number of indicators by 5. The method used to collect data was survey through questionnaire. The respondents' characteristic was analyzed using Statistical Package for the Social Science (SPSS) method and the result was analyzed further using Partial Least Square (PLS) method. This research shows that brand reputation, service quality, and product quality are significantly impact customer's satisfaction.

Key Word: Brand Image, Service Quality, Product Quality, Customer Satisfaction.



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