

Faktor-Faktor Penentu Kepuasan Konsumen pada Conato Bakery di Kabupaten Jember (Determinants of Consumer Satisfaction at Conato Bakery in Jember Regency)

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ABSTRACT

The increasing number of companies selling bakery products with concepts such as cafes in Jember can cause a lot of increasingly competitive competition. Conato Bakery as one of the bakery companies is expected to be more active in increasing customer satisfaction to compete with similar business competitors. Many determinants of consumer satisfaction include: (1) Product Quality; (2) Service Quality; (3) Price; (4) Emotional; and (5) Costs. This study takes the title Determinants of Consumer Satisfaction in Conato Bakeri in Jember Regency. The research was conducted at three outlets / Conato Bakery shops in Jember, namely Gajah Mada Street (left of Nico Fashion Jember and in front of Telkom Jember) and on Hayam Wuruk road (right inside Roxy Square Jember). The purpose of this study are: (1) Analyzing the effect simultaneously on the variables of product quality, service quality, and price on customer satisfaction at Conato Bakery Jember; (2) Analyzing the influence partially on the variables of product quality, service quality, and price on customer satisfaction at Conato Bakery Jember; (3) Analyzing variables that have dominant influence on customer satisfaction at Conato Bakery Jember. From the test results it can be concluded that: (a) Based on regression testing simultaneously or F test, the independent variables namely Product Quality (X1), Service Quality (X2), and Price (X3) simultaneously or significantly influence Satisfaction Consumer (Y) at Conato Bakery Jember; (b) the results of the t test or the partial test concluded that the Service Quality variable (X2) has a significant effect on the Customer Satisfaction variable (Y).

Keywords: Consumer Satisfaction, Conato Bakery