

ABSTRAK

Bakwan adalah makanan yang terbuat dari daging sapi yang di cincang hingga halus dan di bentuk bulat – bulat. Selain menggunakan daging sapi bakwan dapat diolah menggunakan daging babi, ayam dan ikan. Pada penelitian ini yang diduga mempengaruhi kepuasan konsumen, yaitu Produk, Harga, Promosi, Lokasi, dan Pelayanan terhadap kepuasan konsumen di Depot OKH Surabaya.

Sampel yang dipakai pada penelitian ini adalah 100 responden konsumen di Depot OKH Surabaya selama penelitian. Untuk di proses dalam uji analisis regresi linear berganda dengan menggunakan alat bantu yaitu kueisioner.

Kesimpulan penelitian ini yaitu data dari kueisioner ini diolah untuk mendapatkan uji analisis regresi linear berganda melalui program SPSS ver 20.0 *for windows*. Hipotesis pada penelitian ini untuk melihat pengaruh secara simultan, parsial dan dominan terhadap kepuasan konsumen di Depot OKH Surabaya. Dengan nilai *Standartdized Coefficient Beta* pada variabel X_1 (-0,207), X_2 (0,002), X_3 (0,227), X_4 (0,032), X_5 (0,123). Dari ketiga hipotesis, satu hipotesis tidak terbukti. Yaitu variabel harga (X_2) yang tidak dominan dengan nilai *Standartdized Coefficient Beta* 0,002. Sedangkan yang terbukti dominan adalah variabel promosi (X_3) dengan nilai *Standartdized Coefficient Beta* paling tinggi yaitu 0,227.

Kata Kunci : Produk, Harga, Promosi, Lokasi, Pelayanan, Kepuasan Konsumen Depot OKH Surabaya

ABSTRACT

Bakwan was the food that was made from minced finely beefs and rounded in shape. In addition to using beef as its main matter, bakwan can use pork, chicken and fish. In this study that was suspected to affect customer satisfaction were Product, Price, Promotion, location, and serviceon customer satisfaction in OKH Depot, Surabaya.

During the study, the samples used in this study were 100 consumer respondents in OKH depot Surabaya. Questioner was a tool that used for the process of multiple linear regression analysis test.

The conclusion of this study was the data from this questioner processed to obtain the multiple linear regression analysis test through SPSS ver 20.0 for windows. The hypothesis in this study was to see the effect simultaneous, partial and dominant through the customer satisfaction in OKH Depot, Surabaya. In the highest value of the dominant influence Standardized Beta in the variable X_1 (-0,207), X_2 (0,002), X_3 (0,227), X_4 (0,032), X_5 (0,123). Of these three hypotheses, ahypothesis that was not proven was the price variable (X_2) that was not dominant, while that proved dominant is the promotion variable (X_3) that has a dominant influence with the highest value of the dominant influence Standardized Beta coefficient was 0.227 .

Keywords: Product, Price, Promotion, Location, Service, Customer Satisfaction
Depot OKH Surabaya