

ANALISIS DETERMINAN KEPUASAN KONSUMEN PADA BUAH SEGAR (STUDI KASUS: KHALISA FARM TERNATE).

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RINGKASAN

Penelitian ini bertujuan untuk menganalisis determinan kepuasan konsumen buah segar pada Khalisa Farm Ternate, teknik sampel dalam penelitian ini menggunakan teknik sampel incidental berdasarkan rumus lemeshow dengan total sampel 96 sampel. Penelitian ini menggunakan regresi berganda sebagai alat analisis, Variabel independen terdiri dari kualitas produk (X_1), kualitas pelayanan (X_2), lokasi (X_3), dan promosi (X_4). Hasil penelitian menunjukkan bahwa kualitas produk (X_1), kualitas pelayanan (X_2), lokasi (X_3), dan promosi (X_4) berpengaruh positif dan signifikan terhadap kepuasan konsumen buah segar di Khalisa Farm Ternate. Hasil analisis koefisien determinasi menunjukkan bahwa 79,9% kepuasan konsumen dipengaruhi oleh kualitas produk, kualitas pelayanan, lokasi, dan promosi. Sedangkan sisanya sebesar 20,1% dipengaruhi oleh variabel lain diluar penelitian ini.

Kata kunci: kepuasan konsumen, buah segar, Khalisa Farm Ternate

ANALYSIS OF DETERMINANTS OF CONSUMER SATISFACTION IN FRESH FRUIT (CASE STUDY: KHALISA FARM TERNATE).

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SUMMARY

This study aims to analyze the determinants of fresh fruit consumer satisfaction at Khalisa Farm Ternate, the sample technique in this study uses an incidental sample technique based on the lemeshow formula with a total sample of 96 samples. This study uses multiple regression as an analysis tool, independent variables consisting of product quality (X1), service quality (X2), location (X3), and promotion (X4). The results of the study showed that product quality (X1), service quality (X2), location (X3), and promotion (X4) had a positive and significant effect on fresh fruit consumer satisfaction at Khalisa Farm Ternate. The results of the determination coefficient analysis showed that 79.9% of consumer satisfaction was influenced by product quality, service quality, location, and promotion. While the remaining 20.1% is influenced by other variables outside this study.

Keywords: consumer satisfaction, fresh fruit, Khalisa Farm Ternate