

**ANALYSIS OF FACTORS AFFECTING
CUSTOMER SATISFACTION
(STUDY ON RESTAURANT WAROENG STEAK AND SHAKE BRANCH
MARGONDA DEPOK)**

By

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Abstract

This research is quantitative which aims to know the effect of product quality, promotion and quality of service to customer satisfaction. The population in this research is the visitor of steak and shake restaurant of Margonda Depok branch. The sample size was taken by 70 respondents, with non probability sampling method, especially purposive sampling. Data collection was done through questionnaires. Analytical technique used is the method of analysis PLS (partial Least Square). The results of this study indicate that (1) product quality has no significant negative effect on customer satisfaction. (2) promotion has a significant positive effect on customer satisfaction. (3) service quality has a significant positive effect on customer satisfaction.

Keywords: *Product Quality, Promotion and Quality of Service, and Customer Satisfaction.*

**ANALISIS FAKTOR YANG MEMPENGARUHI
KEPUASAN PELANGGAN
(STUDI PADA RESTORAN WAROENG STEAK AND SHAKE CABANG
MARGONDA DEPOK)**

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Abstrak

Penelitian ini merupakan kuantitatif yang bertujuan untuk mengetahui pengaruh kualitas produk, promosi dan kualitas layanan terhadap kepuasan pelanggan. Populasi dalam penelitian ini adalah para pengunjung restoran waroeng steak and shake cabang Margonda Depok. Ukuran sampel diambil sebanyak 70 orang responden, dengan metode *non probability sampling* khususnya *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis yang digunakan adalah metode analisis PLS (*partial Least Square*). Hasil penelitian ini menunjukkan bahwa (1) kualitas produk tidak berpengaruh signifikan negatif terhadap kepuasan pelanggan. (2) promosi berpengaruh signifikan positif terhadap kepuasan pelanggan. (3) kualitas layanan berpengaruh signifikan positif terhadap kepuasan pelanggan.

Kata kunci : Kualitas Produk, Promosi dan Kualitas Layanan dan Kepuasan Pelanggan.