

Analisis perbandingan customer satisfaction antara specialty stores dengan conventional stores; studi kasus pemasaran daging ayam di DKI Jakarta = Comparative analysis of customer satisfaction between specialty stores and conventional stores marketing of chicken meat in DKI Jakarta case study / Widya Ariyani

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan membandingkan tingkat satisfaction dari customer di specialty store dan di conventional store, serta variabel yang mempengaruhi tingkat satisfaction di kedua jenis store tersebut.

Kasus yang diteliti adalah pemasaran daging ayam di DKI Jakarta. Penelitian ini merupakan replikasi dari penelitian Huddleston et al (2008). Metode analisis data yang digunakan adalah distribusi frekuensi, uji reliabilitas, uji validitas, analisis korelasi dan analisis regresi. IBM SPSS Statistics 20 digunakan sebagai alat bantu penelitian. Hasil penelitian memperlihatkan bahwa variabel product quality, employee service dan loyalty building service berhubungan positif secara signifikan dengan satisfaction pada specialty store. Sedangkan pada conventional store variabel yang berhubungan positif secara signifikan adalah employee service dan loyalty building service

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ABSTRACT

The purpose of this research is to determine and compare the level of customer satisfaction from specialty store and conventional store, also the variables that influence the level of satisfaction in both stores. This research takes on the case study of marketing chicken meat in DKI Jakarta. This study is a replication of Huddleston et al (2008). Data analysis methods used were frequency distribution, reliability test, validity test, correlation analysis and regression analysis. IBM SPSS Statistics 20 is used as a research tool. The results indicates that the product quality, employee service and loyalty building service are positively and significantly related with satisfaction on specialty stores. While in conventional stores satisfaction related positively and significantly with employee service and loyalty-building service.