SUMMARY

EDO OCTHA NUGRAHA. 0910440063. EFFECT OF QUALITY PRODUCTS DIMENSIONS SALGER DRINK ON CUSTOMER SATISFACTION (Case Study In KUB Mekarsari Food, Kademangan village, Pagelaran district, Malang Regency) under the guidance of Ir . Heru Santoso, HS, SU. As Supervisor and Fitria Dina Riana, SP, MP. As Co-Supervisor.

Agro-industry development drinks at the present time is so fast that the competition is very tight , ranging from large-scale producers to the smallest scale . Business competition in the field of fruit juice encourage every manufacturer produces a good quality product . In this study investigated product is juice of fruits with the trade name salger . KUB Mekarsari Food as salger manufacturer that was founded in 2009 to have a business development that tends to slow . The problem underlying this research is that the quality control strategies applied in KUB MekarsariFood , level of customer satisfaction and product quality salger influence product quality to customer satisfaction salger drinks .

The purpose of this study was (1) to analyze customer satisfaction with products manufactured Agroindustri salger drinks Mekarsari Food (2) to analyze the dimensions of quality beverage products salger that affect customer satisfaction in AgroindustrialMekarsari Food .

Determining the location of the research done on the KUB purposive Mekarsari Food Kademangan Village , Pagelaran District, Malang Regency . The number of respondents in this study were 90 respondents .

Data analysis methods used in this study include descriptive analysis , analysis of class hose and logistic regression analysis . Descriptive analysis is used to determine the quality control strategies performed in KUB MekarsariFood , analytical grade hose is used to determine the level of customer satisfaction with the quality of beverage products salger . While the logistic regression analysis to analyze the effect of product quality to customer satisfaction salgerdrinks .

Based on the validity of the test results on six quality variables declared invalid salger beverage products include beverage conditions , additional privileges , durability , service , aesthetic value and quality impression . Reliability test results declared all variables reliable product quality . Furthermore, from the research that has been made known that the quality control strategy salger drinks made in KUB Mekarsari Food starting from the selection of materials and auxiliary materials , the production process includes sterilization tool , aspects of labor and during post- production include fireplaces and storage . Based on the analysis of the class interval 90 respondents stated otherwise satisfied with the quality of beverage products salger . Based on the results of logistic regression analysis showed the value of chi - square count> chi - square table that is 49.489 > 12.592 or 0.000 significance value < 0.05 , thank H1 reject H0 can thus be concluded that the variable - the independent variables include the condition of the product (x1) , additional privileges (x2) , durability (x3) , services (x4) , aesthetic value (x5) and the impression of quality (x6) salger beverage products have a significant effect on customer satisfaction . Based wald test can be concluded that partial variable that significantly include additional conditions and distinctive products . While the variable resistance (x3) , services

(x4) , aesthetic value (x5) and the impression of quality (x6) partially no significant effect on customer satisfaction .

So from a series of studies that have been done can be concluded (1) From the quality of the beverage product salger on Mekarsari Food KUB has a positive effect on consumer satisfaction .Berdasarkan can be concluded that in general, respondents expressed satisfaction on the quality of the beverage product salger based dimensions . Partially dimensions drinks conditions , additional privileges , durability , aesthetic value and service in the category satisfying , while the dimensions of the impression of quality is in the neutral category , it is influenced respondents to the suitability prices stated price is too expensive , thereby reducing customer satisfaction . (2) quality control is done in KUB Mekarsari Food for salger drinks are good enough can be seen with the answers of the respondents who expressed his satisfaction on the product received . The quality of beverage products salger positive effect on customer satisfaction . Simultaneously, the variable quality of the beverage product salger significant effect on customer satisfaction , thank H1 reject H0 . While partially significant variable product quality or have the opportunity to influence consumer satisfaction only product condition variable (X1) and additional privileges (X2) . It can be concluded that can accept H1 and reject H0.

From the results of this study suggested KUB Mekarsari Food (1) Most of the stated price of drinks salger too expensive when compared with other fruit juice drinks , but it is also sometimes found defective products , for example the emergence of bubbles in drinks , appeared turbidites stacked and there frothy . To the need for improvements in the quality control is expected to minimize complaints - complaints of consumers so that consumers are increasingly loyal to salgerdrinks . In addition, the quantity of production is still relatively small production costs are high enough so that the price so high , for it needs to be reviewed on the quantity of production so as to solve the problems of the sale price . (2) From the aspect of the condition of drinks can be recommended for the company to pay more attention the selection of raw materials , namely bark suwaru . Fruits that have a normal size is not small - small , not too ripe and not masir will affect the taste and viscosity effect on consumer perceived enjoyment . Additional materials are used such as sugar will increase the quality of the drinks salger when applied in the form of caramel . From the aspect of additional privileges , suggested to the company to add variants for example size 240 ml , 500 ml or 1 liter so that consumers have more choice to adjust to the needs .