

RINGKASAN

Thariz Baharmal Dejawata, 2014. **Pengaruh Diferensiasi Produk Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan (Survei pada pelanggan “Cake in Jar” Cafe Bunchbead Kota Malang)**, Dr. Srikandi Kumadji, MS., dan Yusri Abdillah, S.sos., M.Si., Ph.D., 95 + xiv.

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh Diferensiasi Produk terhadap Kepuasan Pelanggan, (2) pengaruh Diferensiasi Produk terhadap Loyalitas Pelanggan, dan (3) pengaruh Kepuasan pelanggan terhadap Loyalitas Pelanggan. Jenis penelitian yang digunakan yaitu penelitian eksplanatori dengan pendekatan kuantitatif dan menggunakan metode survei. Metode pengumpulan data menggunakan kuesioner. Lokasi penelitian di *Cafe Bunchbead* Jalan MT. Haryono Kota Malang dengan responden penelitian yaitu pelanggan “*Cake in Jar*” *Cafe Bunchbead* sebanyak 112 orang. Teknik pengambilan sampel menggunakan *systematic random sampling*. Analisis data secara deskriptif dan analisis jalur (*path analysis*).

Hasil penelitian menunjukkan bahwa : (1) terdapat pengaruh yang signifikan antara Diferensiasi Produk (X) terhadap Kepuasan Pelanggan (Y_1) dengan nilai koefisien beta (β) 0,773 ($p\text{-value} < 0,05$), (2) pengaruh yang signifikan antara Diferensiasi Produk (X) terhadap Loyalitas Pelanggan (Y_2) dengan nilai koefisien beta (β) 0,586 ($p\text{-value} < 0,05$). Selanjutnya penelitian ini menunjukkan bahwa (3) terdapat pengaruh yang signifikan antara Kepuasan Pelanggan (Y_1) terhadap Loyalitas Pelanggan (Y_2), dengan nilai koefisien beta (β) 0,236 ($p\text{-value} < 0,05$). Hasil penelitian juga terdapat pengaruh tidak langsung antara Diferensiasi Produk terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan, diperoleh nilai lebih kecil dibandingkan dengan nilai pengaruh langsung yaitu sebesar 0,182 ($p\text{-value} < 0,05$). Pada distribusi variabel Diferensiasi Produk, indikator bentuk menunjukkan nilai *grand mean* tertinggi yaitu sebesar 4,32, berikutnya secara berurutan adalah indikator keistimewaan, kualitas kinerja, kualitas kesesuaian, keandalan, dan daya tahan.

Berdasarkan hasil penelitian diperoleh kesimpulan bahwa Diferensiasi Produk berpengaruh signifikan terhadap Kepuasan Pelanggan, Diferensiasi Produk berpengaruh signifikan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan. Selanjutnya Kepuasan Pelanggan berpengaruh signifikan terhadap Loyalitas Pelanggan. Kepuasan Pelanggan sebagai variabel intervening memberikan nilai pengaruh cukup kecil namun signifikan yang dapat membuat pelanggan merasa lebih dari sekedar puas atau dapat dikatakan loyal.

Kata Kunci : Diferensiasi Produk, Kepuasan Pelanggan, Loyalitas Pelanggan.

SUMMARY

Thariz Baharmal Dejawata, 2014. **Effect of Product Differentiation on Customers Satisfaction and Customers Loyalty (survey on customers "Cake in Jar" Cafe Bunchbead of Malang City)**, Dr. Srikandi Kumadji, MS., and Yusri Abdillah, S.sos., M.Si., Ph.D., 95 + xiv.

This research aims to determine : (1) the influence of Product Differentiation on Customer Satisfaction, (2) the influence of Product Differentiation on Customer Loyalty, and (3) influence of Customer Satisfaction on Customer Loyalty. This type of research is explanatory research with a quantitative approach and survey method. Methods of data collection using questionnaires. The location of research at Cafe Bunchbead road MT. Haryono Malang with research respondents that customers "Cake in the Jar" Cafe Bunchbead many as 112 people. Sampling technique using systematic random sampling. An analysis of data is descriptive and path analysis.

The results showed that: (1) there is significant influence of Product Differentiation (X) on Customer Satisfaction (Y1) with coefficient beta (β) 0.773 (p-value <0.05), (2) significant influence of Product Differentiation (X) on Customer Loyalty (Y2) with a beta coefficient (β) 0.586 (p-value <0.05). Furthermore, this research shows that (3) there is a significant influence of Customer Satisfaction (Y1) on Customer Loyalty (Y2) with a beta coefficient (β) 0.236 (p-value <0.05). The results also found indirect influence of Product Differentiation on Customer Loyalty through Customer Satisfaction, the value is smaller than the value of the direct effect that is equal to 0.182 (p-value <0.05). On the distribution variable of Product Differentiation, an indicator of form shows the value of the highest of the grand mean 4.32, the next in a sequence is an indicator of the quality of performance, features, quality, suitability, reliability, and durability.

Based on the research, it is concluded that the Product Differentiation has significant influence on Customer Satisfaction, Product Differentiation has significant influence on Customer Loyalty through Customer Satisfaction. Furthermore Customer Satisfaction has significant influence on Customer Loyalty. Customer Satisfaction as an intervening variable value is quite small but significant effect that can make customers feel more than satisfied or can be said to be loyal.

Keywords: Product Differentiation, Customers Satisfaction, Customers Loyalty.