SUMMARY

DIO LUCKY DODIANTO. 0910440057. **AN ANALYSIS OF COSTUMER SATISFACTION ON THE QUALITY PRODUCT OF MADIUN SAMBEL PECEL** (**Case Study in One Sambel Pecel industry in Madiun City**) under the guidance of Prof.Dr.Ir. Djoko Koestiono, SU As Supervisor and Dina Novia Priminingtyas, SP.Msi. As Co-Supervisor.

The development of the current agroindustry sambel pecel was so advanced so that the occurrence of a very sharp competition, Ranging from company to a large scale even a small scale. To afford to surpass in this competition businessmen have to keep trying to make his company could survive continue maintaining the survival of companies. Therefore needs various wisdom and efforts by each company to derive profit in full, one of them is optimize the level of sales.

The purpose of this research are (1). To analyze each variable dimension to consumer perceptions sambel pecel madiun product quality. (2). To analyze quality dimensions of products sambel pecel Madiun on customer satisfaction.

The location of the research done on sambel pecel Taman Sari Madiun City. The determination of research sites purposively with consideration Taman Sari is one of the producers sambel pecel who became primary commodity from Madiun.

The necessary data on this research consisting of primary and secondary data. The primary data is obtained directly from respondents, respondents at this research is costumers from sambel pecel Taman Sari and the staff of Taman Sari. The withdrawal of the primary data be conducted by way of interviews and spread questionnaire.

Data analysis methods used in this study include descriptive analysis, Grade Hose Analysis covered: (a). To collect data by the questionnaire, (b). Calculate the average of questionnaire value, (c). Calculate the value of highest and lowest each rating score. And then the logistic regression analysis covered, (1). The significant test model, (2). Wald Test.

Based on the validity of the test results on six quality variables declared valid. The result reliability test of six variable be avowed reliable. Based on the logic regression, the variable are involve to costumer satisfaction are additional privileges and customer servives. From two variable only customer services that have the highest wald score, because custumer services variable have the dominant influence.

So from a series of studies that have been done can be concluded (1) simultaneously effect on independent variable of costumer satisfaction was done with F-test. From the logic regression result, independent variable have the dominant influence and simultaneously on the costumer satisfaction. It can be concluded that the testing of the hypothesis are influenced (simultaneously) the independent variables on Customer Satisfaction is acceptable. (2) To determine the effect of partial (individual) independent variable to costumer satisfactio do with Wald test. Based on the test results showed that there are two variables that have a significant influence on customer satisfaction, that are additional previleges and costumer satisfaction have the highest of wald test, so costumer satisfaction

have the bigger influence than the other variable. Costumer satisfaction have the dominant influence to the costumer satisfaction.

Based on the conclusions, the following suggestions can be put forward. (1) It is expected that the company can maintain and improve service to consumers, because the variables costumer services have a dominant influence in affecting customer satisfaction, among which to enrich the flavor is in the sambel pecel so that customer satisfaction will increase.(2) Remember the independent variable in this reasearch is very important in influencing customer satisfaction this research can be used as a reference for further research to develop this research taking into other variables that are other variables outside variables that are included in this study