

## ABSTRAK

Marcelita Putri Widyawati, 2024. PENGARUH KUALITAS PRODUK MINUMAN COFFEE TERHADAP KEPUASAN KONSUMEN DI COFFEE SHOP KUDUNGOPI WRINGINANOM skripsi program studi : Pendidikan Vokasional Kesejahteraan Keluarga Teknik universitas PGRI Adi Buana Surabaya, Dosen pembimbing : Agus Ridwan Misbahuddin, S.Pd., M.Pd.

Pada bisnis coffee shop kualitas produk menjadi faktor utama pertimbangan konsumen sebelum membeli. Salah satu coffee shop yang menonjol di Wringinanom yaitu Kudungopi karena selalu ramai setiap hari. Pengunjung yang berdatangan tidak hanya anak remaja tetapi hingga orang dewasa. Tujuan penelitian (1) untuk mengetahui bagaimana kualitas produk minuman coffee Kudungopi di Wringinanom (2) untuk mengetahui pengaruh kualitas produk minuman coffee terhadap kepuasan konsumen coffee shop Kudungopi di Wringinanom.

Jenis penelitian adalah kuantitatif. Penelitian dilakukan di coffee shop Kudungopi di Wringinanom dari 1 Januari – 29 Februari 2024. Populasi penelitian yaitu pengunjung coffee shop dan sampel berjumlah 133 responden. Uji hipotesis yang digunakan adalah metode distribusi frekuensi dan regresi linier sederhana.

Hasil penelitian (1) kualitas produk pada coffee shop Kudungopi dari keawetan kemasan, segel kemasan, produk yang disajikan sesuai dengan harga dan gambar, keawetan daya tahan penyimpanan produk berkualitas baik dan kemudahan kemasan untuk digunakan kembali berkualitas kurang baik (2) Kualitas produk berpengaruh terhadap kepuasan konsumen di coffee shop Kudungopi Wringinanom. Kualitas produk merupakan salah satu poin penting dalam kepuasan konsumen, karena konsumen akan merasa puas jika mendapatkan kualitas kemasan yang baik, produk yang berkualitas, dan harga sesuai dengan apa yang diharapkan konsumen.

**Kata kunci :** *Kualitas Produk, Kepuasan Konsumen, Coffee shop.*

## ABSTRACT

Marcelita Putri Widyawati, 2024. THE INFLUENCE OF COFFEE BEVERAGE PRODUCT QUALITY ON CONSUMER SATISFACTION AT THE COFFEE SHOP KUDUNGOPI WRINGINANOM thesis study program: Vocational Education for Family Welfare Engineering, PGRI Adi Buana University Surabaya, Supervisor: Agus Ridwan Misbahuddin, S.Pd., M.Pd.

In the coffee shop business, product quality is the main factor that consumers consider before buying. One of the coffee shops that stands out in Wringinanom is Kudungopi because it is always busy every day. Visitors who come are not only teenagers but also adults. The aim of the research (1) is to find out the quality of Kudungopi coffee drink products in Wringinanom (2) to find out the influence of the quality of coffee drink products on consumer satisfaction at the Kudungopi coffee shop in Wringinanom.

The type of research is quantitative. The research was conducted at the Kudungopi coffee shop in Wringinanom from 1 January – 29 February 2024. The research population was coffee shop visitors and the sample consisted of 133 respondents. The hypothesis test used is the frequency distribution method and simple linear regression.

Research results (1) product quality at the Kudungopi coffee shop from packaging durability, packaging seals, products presented in accordance with price and image, durability, good quality product storage and ease of packaging for reuse, poor quality (2) Product quality has an effect on consumer satisfaction at the Kudungopi Wringinanom coffee shop. Product quality is an important point in consumer satisfaction, because consumers will feel satisfied if they get good quality packaging, quality products, and prices according to what consumers expect.

**Keywords:** *Product Quality, Consumer Satisfaction, Coffee shop*

