

ANALYSIS OF FACTORS INFLUENCING CUSTOMERS'
SATISFACTION IN SUPER INDO SUPERMARKET SETURAN
YOGYAKARTA

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI
KEPUASAN PELANGGAN DI SUPERMARKET SUPER
INDO SETURAN YOGYAKARTA

UNDERGRADUATE THESIS



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This is to certify that to the best of my knowledge, the content of this thesis is my own work. This thesis entitled “ANALYSIS OF FACTORS INFLUENCING CUSTOMERS’ SATISFACTION IN SUPER INDO SUPERMARKET SETURAN YOGYAKARTA” has not been submitted for any degree or other purposes.

I certify that intellectual content of this thesis is the product of my own work and that all the assistance received in preparing this thesis and sources have been acknowledged. Therefore, if any violation of intellectual rights is found in this study, I agree to accept any relevant academic consequences.

Yogyakarta, December 8th 2019



Hana Putri Ayu Syaraswati

MOTTO

*“Whoever follows the path to seek knowledge,
Allah will make it easier for their path to heaven”*

(HR. Muslim)

*“Devote to Allah, then he will guide you. Surely
Allah knows everything”*

(QS. Al-Baqarah : 282)

“Truly after difficulties there is ease”

(QS. Asy-Syarh : 5-6)

*“Work hard, be kind, and amazing things will
happen.”*

(Conan O’Brien)

*“It’s so hard when I have to, and so easy when I want
to”*

(Annie Gottlier)

*“It is during our darkest moments that we must
focus to see the lights”*

(Aristotle Onassis)

TRIBUTE

I present this paper to:

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- My younger siblings Hana Syfitri Aulia, Hana Laurena Aflah, and Hana Kireina Vebiyola Arasid who always support me, give advice, pray for me, encourage me to stay patient and love every process of life, and do not complain to the situation.
- All parties who have helped and supported the author in completing this research.

ABSTRACT

This study aims to identify the influence of product quality, store image, shopping environment, service quality, and price on customer satisfaction. Population in this research is customer in Super Indo Supermarket Seturan Yogyakarta. The sample used in this research consists of 80 people chosen using non-probability sampling, which is incidental sampling. This research uses multiple linear regression analysis. The validity and reliability testing to each indicator is taken before performing the multiple linear regression analysis. The results of the study show that product quality has no effect on customer satisfaction, store image has a positive and significant effect on customer satisfaction, shopping environment has no effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, and price has a positive and significant effect on customer satisfaction.

INTISARI

Penelitian ini bertujuan untuk mengidentifikasi pengaruh kualitas produk, citra toko, lingkungan belanja, kualitas layanan, dan harga terhadap kepuasan pelanggan. Populasi dalam penelitian ini adalah pelanggan di Super Indo Supermarket Seturan Yogyakarta. Sampel yang digunakan dalam penelitian ini terdiri dari 80 orang yang dipilih menggunakan *non-probability sampling*, yaitu *insidental sampling*. Penelitian ini menggunakan analisis regresi linier berganda. Pengujian validitas dan reliabilitas untuk masing-masing indikator dilakukan sebelum melakukan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa kualitas produk tidak berpengaruh terhadap kepuasan pelanggan, citra toko berpengaruh positif dan signifikan terhadap kepuasan pelanggan, lingkungan belanja tidak berpengaruh terhadap kepuasan pelanggan, kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dan harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

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This thesis is made to meet the requirements in obtaining a Bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this theme with the hope of being able to provide input of the relevant institutions in managing the company so that it can run according to its functions and objectives and also efficiently. This thesis is structured to meet the requirements in obtaining a Bachelor's degree at the Faculty of Economics and Business, University of Muhammadiyah Yogyakarta. The author takes this theme with the hope of providing input from the relevant institutions in managing the company so that it can run according to its functions and objectives and also efficiently. The author also hopes that this thesis can be a reference and provide ideas for further research.

The author realizes the completion of this thesis is certainly inseparable from the support and assistance of various parties, therefore the author express her gratitude as much as possible to:

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Hana Putri Ayu Syaraswati

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