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PENGARUH KUALITAS PRODUK DAN KUALITAS PELAYANAN
TERHADAP KEPUASAN KONSUMEN PADA RESTAURAN
MENARA GAHING DI MALL LEMBURSWANA
DI SAMARINDA

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Abstract

This study aims to determine: (1) the influence of product quality and service quality simultaneously affect customer satisfaction in the menara gahing restaurant at the lemburswana mall in samarinda, (2) the influence of partially affected product quality on customer satisfaction in the menara gahing restaurant at the lemburswana mall in samarinda, (3) the influence of partially affected service quality on customer satisfaction in the menara gahing restaurant at the lemburswana mall in samarinda, (4) of the independent variables, which variable has the most significant effect on customer satisfaction at the Menara Gahing restaurant at the Lemburswana Mall in Samarinda.

The analytical tool used in descriptive analysis and quantitative analysis with the help of software version 20 SPSS. The sample collection technique in this study was determined based on the formulation of the Lusterhow for the unknown population, namely the Menara Gahing restaurant consumers in the Lemburswana Mall in Samarinda, as many as 300 respondents. Data collection techniques using a questionnaire, data analysis techniques used to answer the hypothesis is multiple linear regression.

The results of this study indicate that: (1) product quality and service quality calculation variables F-value obtained by 9.329 while F-table is 245.099 then it appears that Fcount > Ftable and the significant level obtained results 0.000 < α = 0.05, simultaneously a significant effect on customer satisfaction. The results of this study also showed that the product quality variable value of T-count showed that the product quality variable was 5.664 with sig = 0.000 because Tcount > Ttable = 1.660 and sig 0.000 < α = 0.05, it means that the product quality variable has a significant effect on customer satisfaction. Service quality variable T-count shows that the service quality variable is 1.431 < Ttable = 1.664 and the value of sig = 0.156 > α = 0.05, it means that the service quality variable partially does not significantly influence customer satisfaction. The biggest value of standardized coefficients here is the product quality variable by 0.660 greater than the service quality variable by 0.254, so the most