**KEPUASAN KONSUMEN (STUDI KASUS DI DUSUN VI DESA PATUMBAK KAMPUNG KEC. PATUMBAK)**

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**ABSTRAK**

Pengaruh Kualitas Rasa Produk Mie Gaga Terhadap Kepuasan Konsumen (Studi Kasus Di Dusun VI Desa Patumbak Kampung Kec. Patumbak). Tujuan Penelitian ini adalah untuk mengetahui apakah ada pengaruh kualitas rasa produk mie gaga terhadap kepuasan konsumen dan untuk mengetahui seberapa besar pengaruh kualitas rasa produk mie gaga terhadap kepuasan konsumen. Desain penelitian ini menggunakan pendekatan deskriptif kuantitatif. Adapun yang menjadi populasi adalah masyarakat di Dusun VI Desa Patumbak Kampung dengan jumlah sebanyak 6000 orang, sehingga jumlah sampel ditentukan sebanyak 99 orang dengan menggunakan teknik sampel berdasarkan kemudahan *(Conveniece/Accidental Sampling)*kemudian menggunakan rumus slovin. Teknik pengumpulan data adalah dengan observasi, studi dokumentasi dan angket (kuisioner) yang di berikan kepada responden.Uji validitas adalah bila rhitung> rtabel, df = n-2 (99-2 = 97). Dari hasil diperoleh rhitung>rtabel0,198, artinya pada indikator masing-masing variabel dalam penelitian ini dinyatakan valid.Hasil uji reabilitas terhadap variabel penelitian diperoleh nilai *Cronbach's Alpha*variabel Kualitas Rasa Produk 0,729*>*0,60, sedangkan nilai *Cronbach's Alpha*variabel Kepuasan Konsumen 0,728*>*0,60. Dapat disimpulkan bahwa indikator masing-masing variabel dari kuesioner dinyatakan reliabel.Teknik analisis data di proses menggunakan bantuan SPSS 26.0. yaituuji regresi linier sederhana diperolehnilai konstanta (a) sebesar 0,5465 dan nilai (b) sebesar 0,709 sehingga persamaan regresi linier sederhana Y = 0,5465 + 0,709 + e, dimana Kualitas Rasa Produk mempunyai pengaruh yang signifikan terhadap Kepuasan Konsumen.Uji t diketahui hasilthitung14,886 >ttabel1,985, dimana Ho ditolak jika thitung>ttabel, artinya variabel Kualitas Rasa Produk Mie Gaga berpengaruh signifikan terhadap Kepuasan Konsumen (Y). Uji Determinasi diperoleh nilaiR sebesar 0,834 dan nilai R Square sebesar 0,696 atau sama dengan 69,6%, sehingga dapat disimpulkan bahwa Pengaruh Kualitas Rasa Produk Mie Gaga terhadap Kepuasan Konsumen (Studi Kasus di Dusun VI Desa Patumbak Kampung Kec. Patumbak) sebesar 69,6% sedangkan sisanya 30,4% dipengaruhi oleh variabel lain diluar penelitian ini.

Kata Kunci : Kualitas Rasa Produk, Kepuasan Konsumen.

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**THE EFFECT OF TASTE QUALITY OF GAGA NOODLE PRODUCT ON CUSTOMER SATISFACTION (CASE STUDY IN VILLAGE VI, PATUMBAK, PATUMBAK SUB DISTRICT)**

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**ABSTRACT**

This research is entitled "The Effect of Taste Quality of Gaga Noodle Product on Consumer Satisfaction (Case Study in Village VI, Patumbak Sub district)". The objectives of the research were to determine whether there was the effect of the taste quality of Gaga noodle product on consumer satisfaction and to determine how much the effect of the taste quality of Gaga noodle products on consumer satisfaction. This research design applied a quantitative descriptive approach. The population was the community lived in village VI Patumbak Kampung with 6000 people, so that the sample size is determined in wich 99 using the sampling technique based on convenience (Conveniece/ Accidental Sampling) by using slovin formula. Techniques of collecting the data were observation, documentation study and questionnaires (questionnaires) given to respondents. The validity test stated that if observed> rtable, df = n-2 (99-2 = 97). From the results obtained robservedt> rtable 0.198, it meant that the indicators of each variable were declared valid. The results of the reliability test on the research variables obtained that the Cronbach's Alpha value for the Product Taste Quality variable was 0.729> 0.60, while the Cronbach's Alpha value for the Costumer Satisfaction variable was 0.728> 0.60. It was concluded that the indicators for each variable from the questionnaire declared reliable. The data analysis technique was processed by using SPSS 26.0. namely the simple linear regression test obtained a constant value (a) of 0.5465 and a value (b) of 0.709 so that the simple linear regression equation Y = 0.5465 + 0.709 + e, where the quality of the taste of the product has the significant effect on consumer satisfaction. It was known the results of t observed 14,886> t table 1,985, where Ho was rejected if t observed> t table, wich mean that the variable taste quality of noodle products has a significant effect on consumer satisfaction (Y). Determination test obtained an R value of 0.834 and an R Square value of 0.696 or equal to 69.6%, so it can be concluded that the Effect of the Taste of Gaga Noodle Products on Customer Satisfaction (Case Study in Village VI, Patumbak sub district was 69.6 % while the remaining 30.4% was affected by other variables outside of this study.

Keywords: Quality of Product Taste, Customer Satisfaction.

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