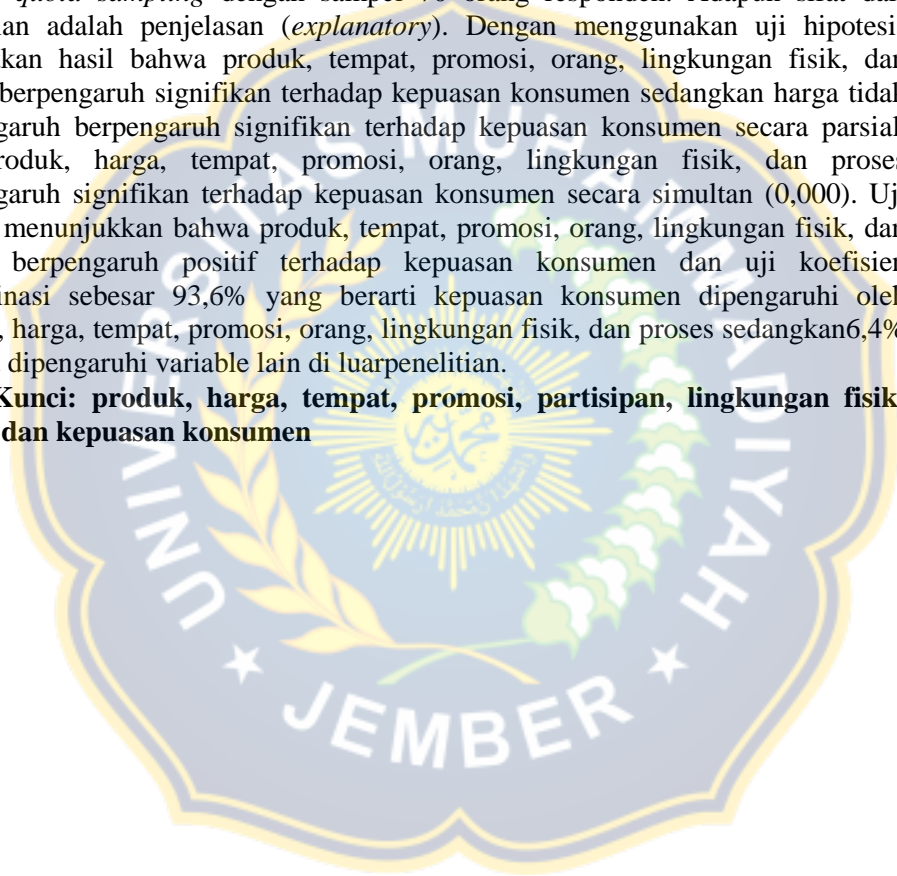


ABSTRAK

Perumusan masalah dalam penelitian ini adalah bagaimana pengaruh produk, harga, tempat, promosi, orang, lingkungan fisik, dan proses terhadap kepuasan konsumen Bakso Solo Tapen Bondowoso. Tujuan penelitian adalah untuk mengetahui dan menganalisis pengaruh produk, harga, tempat, promosi, orang, lingkungan fisik, dan proses terhadap terhadap kepuasan konsumen secara simultan dan parsial. Teori yang dipakai pada penelitian ini adalah teori manajemen pemasaran, bauran pemasaran dan kepuasan konsumen. Penelitian dilakukan pada konsumen Bakso Solo Tapen Bondowoso. Jenis penelitian deskriptif kuantitatif dengan menggunakan metode *quota sampling* dengan sampel 70 orang responden. Adapun sifat dari penelitian adalah penjelasan (*explanatory*). Dengan menggunakan uji hipotesis didapatkan hasil bahwa produk, tempat, promosi, orang, lingkungan fisik, dan proses berpengaruh signifikan terhadap kepuasan konsumen sedangkan harga tidak berpengaruh berpengaruh signifikan terhadap kepuasan konsumen secara parsial, dan produk, harga, tempat, promosi, orang, lingkungan fisik, dan proses berpengaruh signifikan terhadap kepuasan konsumen secara simultan (0,000). Uji regresi menunjukkan bahwa produk, tempat, promosi, orang, lingkungan fisik, dan proses berpengaruh positif terhadap kepuasan konsumen dan uji koefisien determinasi sebesar 93,6% yang berarti kepuasan konsumen dipengaruhi oleh produk, harga, tempat, promosi, orang, lingkungan fisik, dan proses sedangkan 6,4% sisanya dipengaruhi variable lain di luar penelitian.

Kata Kunci: produk, harga, tempat, promosi, partisipan, lingkungan fisik, proses dan kepuasan konsumen



ABSTRACT

The formulation of the problem in this research is how the influence of the product, price, place, promotion, people, physical environment, and process on consumer satisfaction of Meatballs Solo Tapen Bondowoso. The purpose of this research is to find out and analyze the effect of the product, price, place, promotion, people, physical environment, and process on customer satisfaction simultaneously and partially. The theory used in this research is marketing management theory, marketing mix and customer satisfaction. The study was conducted on consumers of Meatballs Solo Tapen Bondowoso. This type of quantitative descriptive research using quota sampling method with a sample of 70 respondents. The nature of the research is explanatory. Using the hypothesis test, the results show that product, place, promotion, people, physical environment, and process have a significant effect on customer satisfaction while price does not have a significant effect on customer satisfaction partially, and products, prices, places, promotions, people, physical environment, and the process has a significant effect on customer satisfaction simultaneously (0,000). Regression test shows that the product, place, promotion, people, physical environment, and process have a positive effect on customer satisfaction and the coefficient of determination test of 93.6% which means that customer satisfaction is influenced by the product, price, place, promotion, people, physical environment, and process while the remaining 6.4% is influenced by other variables outside the study.

Keywords: *product, price, place, promotion, participants, physical environment, process and customer satisfaction*

