THE INFLUENCE OF PRODUCT, PRICE, PLACE AND PROMOTION FACTORS ON CUSTOMER SATISFACTION AND BRAND LOYALTY OF GYU-KAKU RESTAURANT IN SURABAYA

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FINAL ASSIGNMENT

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FOREWORDS

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Surabaya, 17 June 2019

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ABSTRACT

Gyu-Kaku is a barbeque restaurant from Japan, this restaurant carries the theme of the All-You-Can-Eat restaurant and has spread to big cities like Jakarta, Tangerang and Surabaya and has become the best restaurant in Indonesia and has claims that consumers will come back after trying to eat at Gyu-Kaku restaurant. Therefore, the researcher wanted to find out whether the claim given by the Gyu-Kaku restaurant could satisfy customer satisfaction so that it became loyal to the restaurant with the Gyu-Kaku trademark by involving factors such as Product, Price, Place and Promotion.

This thesis has 221 people who know about Gyu-Kaku restaurant, which is distributed using Google Form and distributed through social media with respondents aged at least 17 years in Surabaya, Indonesia. The analysis used in this study is to use SPSS with IBM SPSS Statistics 23 as an analytical tool.

The results of this study have 9 hypothesis which are 9 proven positive and have a relationship. So that the basic logic of thinking underlying this research has been proven. This thesis also provides information to the Gyu-Kaku restaurant to improve quality more than the current quality in the future. Suggestions for people who want to do this research can expand this thesis by adding independent variables such as People, Physical Evidence and Process.

Keywords: Product, Price, Place, Promotion, Customer Satisfaction, Brand Loyalty.

ABSTRAK

Gyu-Kaku adalah sebuah restoran barbeque asal negeri Jepang, Restoran ini mengusung tema restoran All-You-Can-Eat dan telah tersebar di kota besar seperti Jakarta, Tangerang dan Surabaya dan telah menjadi restoran terbaik di Indonesia dan memiliki klaim bahwa konsumen akan datang kembali setelah mencoba makan di Gyu-Kaku restoran. Maka dari itu peneliti ingin mengetahui apakah klaim yang diberikan oleh restoran Gyu-Kaku ini dapat memenuhi kepuasan konsumen sehingga menjadi loyal pada restoran dengan merek dagang Gyu-Kaku dengan melibatkan faktor Produk, Harga, Tempat dan Promosi.

Skripsi ini memiliki 221 orang yang mengetahui tentang restoran Gyu-Kaku, yang didistribusikan menggunakan Google Form dan disebarkan melalui sosial media dengan responden berusia minimal 17 tahun di Surabaya, Indonesia. Analisa yang digunakan dalam penelitian ini adalah dengan menggunakan SPSS dengan IBM SPSS Statistik 23 sebagai alat analisis.

Hasil dari penelitian ini memiliki 9 hipotesis yang ke9 hipotesis tersebut terbukti positif dan memiliki hubungan. Sehingga dasar logika berfikir yang melandasi penelitian ini telah terbukti. Skripsi ini juga memberikan informasi kepada pihak Gyu-Kaku restoran untuk lebih meningkatkan kualitas lebih dari kualitas saat ini di masa depan. Saran untuk orang yang ingin melakukan penelitian ini dapat memperluas skripsi ini dengan menambahkan variabel bebas seperti People, Physical Evidence dan Proses.

Keywords: Product, Price, Place, Promotion, Customer Satisfaction, Brand Loyalty.