

ABSTRAK

Skripsi dengan judul “Pengaruh Layanan *Online*, Layanan *Offline* dan Kualitas Produk Terhadap Kepuasan Pelanggan Di Kedai Seblak YN Pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Siti Indah Arikayati, NIM. 126405211003, dengan dosen pembimbing Rizal Furqan Ramadhan, S.Kom. M.T.

Kata Kunci : layanan *online*, Layanan *offline*, kualitas produk dan kepuasan pelanggan.

Penelitian ini dilatarbelakangi oleh pentingnya kepuasan pelanggan sebagai salah satu faktor kunci dalam keberhasilan dan daya saing bisnis di sektor usaha kuliner, yang menjadi faktor kunci keberhasilan dan daya saing bisnis, termasuk di kedai seblak YN. Kedai ini telah menerapkan layanan secara *online/offline* serta menyajikan berbagai produk yang menarik. Namun, belum diketahui secara jelas bagaimana kedua jenis layanan tersebut, baik secara simultan maupun parsial, memengaruhi tingkat kepuasan pelanggan, khususnya di kalangan mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung.

Tujuan penelitian ini adalah untuk mengetahui pengaruh layanan *online/offline* dan kualitas produk terhadap kepuasan pelanggan, serta bagaimana kedua layanan tersebut secara bersamaan memengaruhi tingkat kepuasan pelanggan di kedai seblak YN.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif. Data dikumpulkan melalui penyebaran kuesioner kepada konsumen Seblak YN dan dianalisis menggunakan teknik regresi linear berganda guna menguji kebenaran hipotesis yang telah diajukan.

Berdasarkan hasil penelitian, diketahui bahwa variabel layanan *online* maupun layanan *offline* memberikan pengaruh yang positif, sedangkan kualitas produk berpengaruh negatif tetapi signifikan terhadap kepuasan pelanggan. Ketiga variabel tersebut secara bersama-sama berpengaruh signifikan terhadap tingkat kepuasan pelanggan. Nilai Adjusted R Square sebesar 0,801 menunjukkan bahwa kontribusi variabel independen terhadap variabel dependen secara simultan mencapai 80,1%. Sementara itu, sisanya yaitu sebesar 19,9% dijelaskan oleh faktor-faktor lain di luar variabel yang diteliti dalam penelitian ini.

ABSTRAK

This thesis, entitled “The Influence of Online/Offline Services and Product Quality on Customer Satisfaction at Kedai Seblak YN among Students of UIN Sayyid Ali Rahmatullah Tulungagung” was written by Siti Indah Arikayati (Student ID: 126405211003) under the supervision of Rizal Furqan Ramadhan, S.Kom., M.T.

Keywords: *online/offline services, product quality, customer satisfaction.*

This research is motivated by the importance of customer satisfaction as a key factor in the success and competitiveness of businesses in the culinary sector, including at Kedai Seblak YN. The café has implemented both *online* and offline service systems and offers a variety of appealing products. However, it is not yet clearly known how these two types of services, either simultaneously or partially, influence customer satisfaction, particularly among students of UIN Sayyid Ali Rahmatullah Tulungagung.

The objective of this study is to determine the influence of *online/offline* services and product quality on customer satisfaction, as well as to examine how both service types simultaneously affect the level of customer satisfaction at Kedai Seblak YN.

This research employs a quantitative method with an associative approach. Data were collected through questionnaires distributed to customers of Seblak YN and analyzed using multiple linear regression techniques to test the validity of the proposed hypotheses.

Based on the research results, it was found that both *online* and offline service variables have a positive influence, while product quality has a negative but significant effect on customer satisfaction. Collectively, these three variables have a significant influence on the level of customer satisfaction. The Adjusted R Square value of 0.801 indicates that the independent variables contribute simultaneously to the dependent variable by 80.1%. Meanwhile, the remaining 19.9% is explained by other factors outside the variables examined in this study.