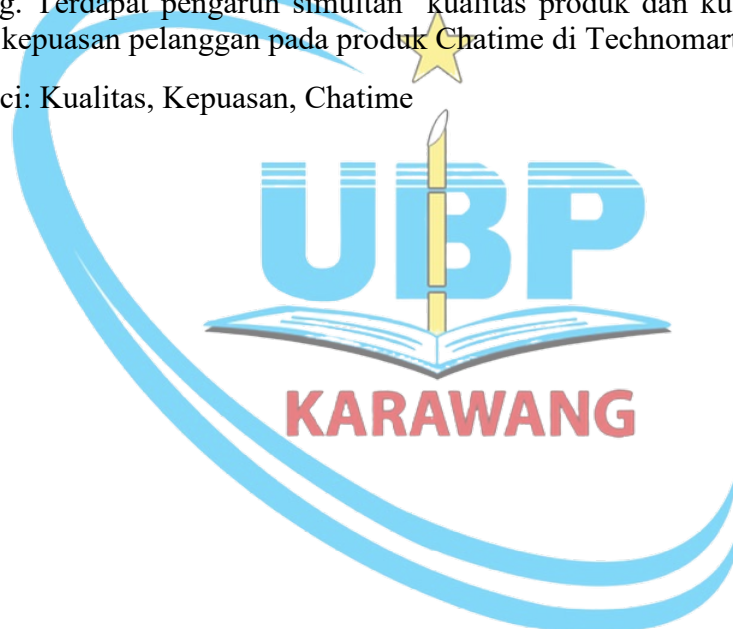


ABSTRAK

Minuman Chatime yang sudah banyak dikenal orang karena ciri khas minuman itu sendiri dan selalu berada di posisi teratas pada top brand sejak tahun 2019-2022 untuk kategori *gen-z* dan *teens*. Persaingan yang ketat menyebabkan saling berlomba untuk memberikan yang terbaik khususnya dari segi kualitas produk dan kualitas pelayanan. Penelitian ini dilakukan pada gerai Chatime di Technomart Karawang, dengan total jumlah sample 96 orang, ditentukan dengan perhitungan lemeshow. Pengumpulan data dilakukan dengan penyebaran data questioner, observasi, dokumenter dan riset internet, analisisnya menggunakan teknik analisis regresi linier berganda. Penelitian ini menggunakan metode penelitian kuantitatif. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan secara parsial terhadap kepuasan pelanggan pada gerai Chatime di Technomart Karawang. Kualitas pelayanan secara parsial berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada gerai Chatime di Technomart Karawang. Terdapat pengaruh simultan kualitas produk dan kualitas pelayanan terhadap kepuasan pelanggan pada produk Chatime di Technomart Karawang.

Kata kunci: Kualitas, Kepuasan, Chatime



ABSTARCT

The Chatime drink, which is well known to many people because of the characteristics of the drink itself and has always been in the top positions on top brands since 2019-2022 for the gen-z and teens categories. Intense competition causes each other to compete to provide the best, especially in terms of product quality and service quality. This research was conducted at the Chatime outlet at Technomart Karawang, with a total sample of 96 people, determined by lemeshow calculations. Data collection was carried out by distributing questionnaire data, observations, documentaries and internet research, the analysis used multiple linear regression analysis techniques. This research uses quantitative research methods. The results showed that product quality had a partial positive and significant effect on customer satisfaction at Chatine outlets in Technomart Karawang. Service quality partially has a positive and significant effect on customer satisfaction at Chatine outlets at Technomart Karawang. There is a simultaneous effect of product quality and service quality on customer satisfaction in Chatime products at Technomart Karawang.

Keywords: Quality, satisfaction, Chatime

