

**PENGARUH *RESPONSIVENESS* DAN *QUALITY PRODUCT*
TERHADAP *CUSTOMER SATISFACTION* PADA RESTORAN
SEA SKY LOVINA BEACH CLUB**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *responsiveness* dan *quality product* terhadap *customer satisfaction* konsumen restoran Sea Sky Lovina Beach Club. Penelitian ini dimaksudkan untuk menawarkan perspektif baru bagi para manajer restoran untuk mempertahankan kepuasan pelanggan mereka. Populasi dari penelitian ini adalah konsumen restoran Sea Sky Lovina Beach Club. Teknik pengambilan sampel yang digunakan adalah *simple random sampling*. Penelitian ini menggunakan kuesioner dengan 100 responden atau pelanggan yang berkuliner di Sea Sky Lovina Beach Club. Analisis regresi linear berganda digunakan untuk menganalisis data yang terkumpul dengan bantuan perangkat lunak SPSS versi 25. Hasil penelitian menunjukkan bahwa *responsiveness* dan *quality product* berpengaruh signifikan terhadap *customer satisfaction*. *Responsiveness* berpengaruh positif dan signifikan terhadap *customer satisfaction*. *Quality product* berpengaruh positif signifikan terhadap *customer satisfaction*. Hasil penelitian ini memberikan pemahaman kepada manajer restoran tentang pentingnya menjaga *responsiveness* dan *quality product* untuk meningkatkan *customer satisfaction* restoran mereka.

Kata kunci: *customer satisfaction, responsiveness, quality product*

**THE EFFECT OF RESPONSIVENESS AND PRODUCT QUALITY ON
CUSTOMER SATISFACTION AT THE SEA SKY LOVINA BEACH CLUB
RESTAURANT**

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ABSTRACT

This study aims to examine the influence of responsiveness and product quality on customer satisfaction at the Sea Sky Lovina Beach Club restaurant. This research aims to offer a new perspective for restaurant managers to maintain customer satisfaction. The population of this study was Sea Sky Lovina Beach Club restaurant customers. The sampling technique used was simple random sampling. This study used a questionnaire with 100 respondents, or customers who dine at Sea Sky Lovina Beach Club. Multiple linear regression analysis was used to analyze the collected data using SPSS version 25 software. The results showed that responsiveness and product quality significantly influenced customer satisfaction. Responsiveness had a positive and significant effect on customer satisfaction. Product quality has a significant positive effect on customer satisfaction. The results of this study provide restaurant managers with an understanding of the importance of maintaining responsiveness and product quality to improve customer satisfaction.

Keywords: customer satisfaction, responsiveness, product quality