THE INFLUENCE OF CUSTOMER PERCEIVED VALUE, PRODUCT QUALITY AND PACKAGING TOWARD CUSTOMER SATISFACTION OF ISABELLA BRAND CANNED FISH PRODUCTS AT PT.SINAR PURE FOODS INTERNATIONAL

THESIS

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LEGALIZATION PAGE

THE INFLUENCE OF CUSTOMER PERCEIVED VALUE, PRODUCT QUALITY AND PACKAGING TOWARD CUSTOMER SATISFACTION OF ISABELLA BRAND CANNED FISH PRODUCTS AT PT.SINAR PURE FOODS INTERNATIONAL

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ABSTRAK

PATRIO WILLIAM POMANTOW, PENGARUH NILAI PERSEPSI PELANGGAN, KUALITAS PRODUK DAN KEMASAN TERHADAP KEPUASAN KONSUMEN TERHADAP PRODUK IKAN KALENG MEREK ISABELLA DI PT. SINAR FOODS INTERNASIONAL. (DIBIMBING OLEH KOLEANGAN P. ADRIE .CH DAN KOROMPIS J. MERRY)

Kepuasan pelanggan adalah kepuasan yang muncul setelah membandingkan persepsi tentang kinerja (hasil) dengan produk dengan harapan. Dalam penelitian ini, penulis lebih fokus pada konsumen akhir yang mendapat produk ikan kaleng

Tujuan dari penelitian ini adalah untuk menganalisis dan mengukur seberapa besar pengaruh Kepuasan Pelanggan, Kualitas Produk dan Kemasan Terhadap Kepuasan Pelanggan terhadap produk ikan kaleng Isabella di PT. Sinar Pure Foods International. Jenis penelitian ini adalah penelitian kuantitatif dengan menggunakan data kuesioner dan diproses menggunakan aplikasi statistik SPSS versi 24 menggunakan analisis regresi berganda sebagai alat analisis.

Hasil penelitian ini menggunakan analisis regresi berganda sebagai alat analisis. Hasil penelitian ini menunjukkan bahwa Nilai Persepsi Pelanggan secara parsial memiliki pengaruh signifikan terhadap Kepuasan Pelanggan, sedangkan Kualitas Produk dan Kemasan memiliki pengaruh positif tetapi tidak berpengaruh signifikan. Secara simultan semua variabel independen (Nilai Persepsi Pelanggan, Kualitas Produk, dan Kemasan), mempengaruhi Kepuasan Pelanggan terhadap Produk Ikan Kaleng Merek Isabella di PT. Sinar Pure Foods International.

Kata kunci: Nilai Persepsi Pelanggan, Kualitas Produk, Kemasan, Kepuasan Pelanggan.

ABSTRACT

PATRIO WILLIAM POMANTOW, THE INFLUENCE OF CUSTOMER PERCEIVED VALUE, PRODUCT QUALITY AND PACKAGING TOWARDS CUSTOMER SATISFACTION OF ISABELLA CANNED FISH PRODUCTS AT PT. SINAR PURE FOODS INTERNATIONAL. (GUIDED BY KOLEANGAN P. ADRIE. CH AND KOROMPIS J. MERRY)

Customer satisfaction is the satisfaction that arises after comparing perceptions about performance (results) with products with expectations. In this study, the authors focus more on the final consumer who gets canned fish products

The purpose of this study was to analyze and measure how much influence the Customer Satisfaction, Product Quality and Packaging Toward Customer Satisfaction of Isabella canned fish products at PT. Sinar Pure Foods International. This type of research is a quantitative research using questionnaire data and is processed using SPSS version 24 statistical applications using multiple regression analysis as an analysis tool.

The results of this study use multiple regression analysis as an analysis tool. The results of this study indicate that Customer Perceived Value partially has a significant effect on Customer Satisfaction, While Product Quality and Packaging has a positive influence but does not significantly influence. Simultaneously all independent variables (Customer Perceived Value, Product Quality, and Packaging), influence the Customer Satisfaction of Isabella Brand Canned Fish Products at PT. Sinar Pure Foods International.

Keywords: Customer Perceived Value, Product Quality, Packaging, Customer Satisfaction.

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Praise for God's presence, because of His grace and assistance, requesting a Thesis report with the title: "The Influence of Customer Perceived Value, Product Quality, and Packaging Toward Customer Satisfaction of Isabella Brand Canned Fish Products at PT. Sinar Pure Foods International" can be adjusted quickly.

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Students realize that this report is not perfect. Students apologize for everything that might be wrong and not clear in this report, so that every criticism and suggestion is very supportive. Hopefully this report is useful for anyone who reads it.

Manado, July 20th 2019

Student

STATEMENT OF THESIS ORIGINALITY

THE INFLUENCE OF CUSTOMER PERCEIVED VALUE, PRODUCT QUALITY AND PACKAGING TOWARD CUSTOMER SATISFACTION OF ISABELLA BRAND CANNED FISH PRODUCTS AT PT.SINAR PURE FOODS INTERNATIONAL

Is truly my originality work.

In this thesis, there are no partly of overall of other people's writing and opinion that I recognize as my writing. When I used other people's writing and opinion by quoting implicitly, I have recognized and showed the sources of its origin. If this thesis that I wrote is being proved as plagiarism, I will take consequences given to me, including the cancellation of degree and certificate.

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