

# ANALISIS KEPUASAN PELANGGAN PRODUK GULA MK PADA PT MADUBARU YOGYAKARTA

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## **Abstrak**

Penelitian ini bertujuan untuk mengetahui kepuasan pelanggan pada PT Madubaru Yogyakarta. Penelitian ini menggunakan metode deskriptif kuantitatif dengan alat bantu program komputer yaitu SPSS. Populasi dalam penelitian ini adalah pelanggan gula mk PT Madubaru Yogyakarta. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan metode *simple random sampling*, penentuan jumlah sampel menggunakan *rumus slovin*. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis statistik deskriptif dan uji instrument penelitian yang meliputi uji validitas, uji reliabilitas, dan analisis *arithmetic mean*. Hasil uji validitas menyatakan bahwa semua instrumen penelitian valid. Uji reliabilitas menyatakan instrumen penelitian ini reliabel. Perhitungan *arithmetic mean* indikator kesesuaian harapan memperoleh 2,48 termasuk dalam kategori tidak puas, indikator minat membeli ulang memperoleh 2,51 termasuk dalam kategori puas, indikator kesediaan merekomendasikan memperoleh 2,52 termasuk dalam kategori puas.

**Kata Kunci:** *Kepuasan Pelanggan. Deskriptif Kuantitatif*

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**ANALYSIS OF CUSTOMER SATISFACTION OF MK SUGAR PRODUCTS  
AT PT MADUBARU YOGYAKARTA**

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***Abstract***

*This research aims to determine customer satisfaction at PT Madubaru Yogyakarta. This research uses a quantitative descriptive method with computer program tools, namely SPSS. The population in this study were sugar customers from PT Madubaru Yogyakarta. The sampling technique used in this research is the simple random sampling method, determining the sample size using the Slovin formula. The data analysis technique used in this research is descriptive statistical analysis and research instrument testing which includes validity testing, reliability testing, and arithmetic mean analysis. The validity test results stated that all research instruments were valid. The reliability test states that this research instrument is reliable. Calculating the arithmetic mean of the indicator of suitability of expectations obtained 2.48 which was included in the dissatisfied category, the indicator of interest in repurchasing obtained 2.51 which was included in the satisfied category, the willingness to recommend indicator obtained 2.52 which was included in the satisfied category.*

***Keywords:*** *Customer Satisfaction. Quantitative Descriptive.*