

**PERSEPSI KONSUMEN TERHADAP KUALITAS PRODUK DAN KUALITAS  
PELAYANAN DI RUMAH MAKAN YOGYA CHICKEN PELEMKECUT  
YOGYAKARTA**

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**ABSTRAK**

Penelitian bertujuan untuk mengetahui: (1) Persepsi konsumen terhadap kualitas produk di Rumah Makan Yogya Chicken Pelemkecut Yogyakarta, dan (2) Persepsi konsumen terhadap kualitas pelayanan di Rumah Makan Yogya Chicken Pelemkecut Yogyakarta.

Jenis penelitian ini adalah penelitian deskriptif kuantitatif dengan pendekatan survei. Tempat penelitian ini di Rumah Makan Yogya Chicken Pelemkecut Yogyakarta. Teknik pengumpulan data menggunakan angket, jumlah sampel penelitian yang diambil sebanyak 100 orang ditentukan dengan rumus Roscoe. Selanjutnya sampel ditentukan dengan teknik Non Probability. Sampling diambil dengan pendekatan *Accidental Sampling*. Uji validitas menggunakan rumus korelasi product moment, sedangkan uji reliabilitas menggunakan rumus *Alpha Cronbach* dengan. Teknik analisis data menggunakan analisis deskriptif kuantitatif dengan persentase.

Hasil penelitian menunjukkan bahwa (1) Persepsi konsumen terhadap kualitas produk Rumah Makan Yogya Chicken Pelemkecut Yogyakarta berada pada kategori baik sekali 3 responden (3%), pada kategori baik sebanyak 52 responden (52%), pada kategori cukup baik sebanyak 23 responden (23%), dan pada kategori kurang baik sebanyak 22 responden (22%). Jadi dapat disimpulkan bahwa persepsi konsumen terhadap kualitas produk Rumah Makan Yogya Chicken Pelemkecut Yogyakarta berada pada kategori baik (52%); dan (2) persepsi konsumen terhadap kualitas pelayanan di Rumah Makan Yogya Chicken Pelemkecut Yogyakarta berada pada kategori sangat prima sebanyak 4 responden (4%), pada kategori prima sebanyak 17 responden (17%), pada kategori cukup prima sebanyak 57 responden (57%), dan pada kategori kurang prima sebanyak 22 responden (22%). Jadi dapat disimpulkan bahwa persepsi konsumen terhadap kualitas pelayanan di Rumah Makan Yogya chicken yogyakarta berada pada kategori cukup prima (57%).

Kata kunci: Persepsi Konsumen, Kualitas Produk, dan Kualitas Pelayanan

**CONSUMER PERCEPTION OF PRODUCT QUALITY AND QUALITY OF  
SERVICES IN EATING HOUSES YOGYA CHICKEN PELEMKECUT  
YOGYAKARTA**

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**ABSTRACT**

The research aims to find out: (1) Consumer perceptions of product quality in Yogyakarta Yogya Chicken Pelemkecut Restaurant, and (2) Consumer perceptions of service quality at Yogyakarta Chicken Pelemkecut Restaurant in Yogyakarta.

This type of research is quantitative descriptive research with a survey approach. The place of this research is Yogya Chicken Pelemkecut Restaurant in Yogyakarta. Data collection techniques using questionnaires, the number of research samples taken as many as 100 people was determined by the Roscoe formula. Next the sample is determined by the Non Probability technique. Sampling was taken using the Accidental Sampling approach. Test the validity of using the product moment correlation formula, while the reliability test uses the Cronbach Alpha formula with. Data analysis techniques used quantitative descriptive analysis with percentages.

The results showed that (1) Consumer perceptions of the quality of the products of Yogyakarta Yogya Chicken Pelemkecut Restaurant were in the excellent category 3 respondents (3%), in the good category as many as 52 respondents (52%), in the sufficient category 23 respondents (23% ), and in the unfavorable category as many as 22 respondents (22%). So it can be concluded that consumer perceptions of the quality of Yogyakarta Yogya Chicken Pelemkecut Restaurant products are in the good category (52%); and (2) consumer perceptions of service quality in Yogyakarta Yogya Chicken Pelemkecut Restaurant are in the very prime category of 4 respondents (4%), in the prime category as many as 17 respondents (17%), in the insufficient category as many as 57 respondents (57% ), and in the less category as many as 22 respondents (22%). So it can be concluded that consumer perceptions of service quality in Yogyakarta Yogya chicken restaurant are in the sufficient category (57%).

Keywords: Consumer Perception, Product Quality, and Service Quality