

## ABSTRAK

### ANALISIS PERBANDINGAN PERSEPSI KONSUMEN DE'SUSHI CABANG MANYAR DAN CABANG PATTIMURA DALAM HAL KUALITAS PRODUK DAN PROMOSI

Penelitian ini bertujuan untuk mengetahui perbedaan persepsi konsumen DE'Sushi Manyar dan DE'Sushi Pattimura dalam hal kualitas produk dan promosi. Populasi dari penelitian ini adalah keseluruhan konsumen DE'Sushi Manyar dan Pattimura. Sampel yang digunakan sejumlah 100 orang dengan teknik pengambilan sampel *convenience sampling*. Penelitian ini didahului dengan uji validitas dan reliabilitas dilanjutkan dengan analisis MANOVA yang diawali dengan uji asumsi yang terdiri dari uji korelasi, uji outlier, uji normalitas, dan uji varians-kovarians.

Ditemukan bahwa sebuah item pertanyaan variabel kualitas produk dan lima item pertanyaan variabel promosi dihilangkan karena tidak reliabel. Melalui uji asumsi ditemukan bahwa antar variabel tidak terdapat korelasi, tidak ada data outlier, data berdistribusi normal, dan matriks varians-kovarians sama pada DE'Sushi Manyar dan Pattimura. Melalui uji *Multivariate* ditemukan bahwa DE'Sushi Manyar dan Pattimura berbeda secara simultan dalam hal kualitas produk ( $Y_1$ ) dan promosi ( $Y_2$ ). Sedangkan, melalui uji *Univariate*, secara parsial DE'Sushi Manyar dan Pattimura tidak berbeda dalam hal kualitas produk ( $Y_1$ ) dan ditemukan perbedaan secara parsial antara DE'Sushi Manyar dan Pattimura dalam hal promosi ( $Y_2$ ). Persamaan pada kualitas produk pada penelitian ini merupakan hal yang baik karena antar cabang DE'Sushi meskipun memiliki variasi menu yang berbeda memiliki kualitas produk yang sama. Sedangkan perbedaan dalam hal promosi disebabkan oleh adanya media, frekuensi dan skala acara yang diikuti berbeda pada DE'Sushi Manyar dan Pattimura.

**Kata Kunci :** DE'Sushi Manyar, DE'Sushi Pattimura, Kualitas Produk, Promosi

## **ABSTRACT**

### ***A COMPARATIVE ANALYSIS ON THE CONSUMER'S PERCEPTION IN DE'SUSHI MANYAR AND DE'SUSHI PATTIMURA IN TERMS OF PRODUCT QUALITY AND PROMOTION***

*The purpose of this research is to understand the differences between the perceptions in DE'Sushi Manyar and DE'Sushi Pattimura in terms of product quality and promotion. The population of this research is customers of DE'Sushi Manyar and DE'Sushi Pattimura. Samples used in this research are 100 people who are selected using convenience sampling method. MANOVA analysis is used in this research, along with assumption test which consists of correlation test, outlier test, normality test, and variance-covariance test.*

*From the validity and reliability test, it can be concluded that one product quality questionnaire item is deleted and five promotion questionnaire items are deleted. Some conclusions can be drawn from the assumption test; the dependent variables are not related to one another, there is no outlier data, the distribution of data is normal, and there are no differences in the variance-covariances matrices between DE'Sushi Manyar and DE'Sushi Pattimura. From the Multivariate test, result shows that DE'Sushi Manyar and DE'Sushi Pattimura are simultaneously different in terms of product quality ( $Y_1$ ) and promotion ( $Y_2$ ). Meanwhile, from the Univariate test, it can be seen that DE'Sushi Manyar and DE'Sushi Pattimura are not partially different in terms of product quality ( $Y_1$ ), whereas DE'Sushi Manyar and DE'Sushi Pattimura are considered to be partially different in terms of promotion ( $Y_2$ ). Equality in product quality is seen as a good indicator, although the variety of the products sold is different. Hence, it can be concluded that the difference in promotion is caused by the difference in media promotion, as well as the scale and frequency of the events DE'Sushi joins.*

**Keywords:** DE'Sushi Manyar, DE'Sushi Pattimura, Product Quality, Promotion