

ABSTRAK

Fhebia Mega Amaliah, 222310001. Kepuasan Konsumen terhadap Kualitas Produk Manisan Carica Delicia (Studi Kasus di Toko Harmoni Kabupaten Wonosobo). Program Studi Agribisnis Fakultas Pertanian Universitas Muhammadiyah Purworejo. 2026.

Penelitian ini bertujuan untuk: (1) mengetahui kualitas produk Manisan Carica Delicia berdasarkan atribut rasa, warna, jumlah potongan buah, kemasan, dan harga; (2) mengetahui tingkat kepuasan konsumen terhadap Manisan Carica Delicia; dan (3) menganalisis hubungan antara kualitas produk dengan kepuasan konsumen Manisan Carica Delicia. Metode penelitian yang digunakan adalah metode studi kasus. Penentuan responden dilakukan dengan teknik *accidental sampling* sebanyak 100 konsumen. Analisis data yang digunakan meliputi analisis interval kelas untuk mengukur kualitas produk dan kepuasan konsumen serta uji korelasi Rank Spearman untuk mengetahui hubungan antara kualitas produk dan kepuasan konsumen. Hasil penelitian menunjukkan bahwa kualitas produk Manisan Carica Delicia berada pada kategori baik, sedangkan tingkat kepuasan konsumen berada pada kategori puas. Atribut kemasan memperoleh penilaian tertinggi dibandingkan atribut lainnya. Hasil uji korelasi menunjukkan bahwa terdapat hubungan yang positif dan signifikan antara kualitas produk dengan kepuasan konsumen.

Kata kunci: Carica, Kepuasan Konsumen, Kualitas Produk

ABSTRACT

Fhebia Mega Amaliah, 222310001. *Consumer Satisfaction with the Quality of Delicia Carica Preserves: A Case Study at Harmoni Souvenir Store, Wonosobo Regency*. Undergraduate Thesis, Agribusiness Study Program, Faculty of Agriculture, Universitas Muhammadiyah Purworejo, 2026.

This study aimed to: (1) determine the product quality of Delicia Carica Preserves based on the attributes of taste, color, number of fruit pieces, packaging, and price; (2) determine the level of consumer satisfaction with Delicia Carica Preserves; and (3) analyze the relationship between product quality and consumer satisfaction of Delicia Carica. This research used a case study method. Respondents were selected using accidental sampling, involving 100 consumers. Data were analyzed using class interval analysis to measure product quality and consumer satisfaction, and the Spearman Rank Correlation test to determine the relationship between product quality and consumer satisfaction. The results showed that the overall quality of Delicia Carica Preserves was categorized as good, while consumer satisfaction was categorized as satisfied. Among the product attributes, packaging received the highest evaluation. The Spearman Rank Correlation analysis indicated a positive and significant relationship between product quality and consumer satisfaction

Keywords: Consumer Satisfaction, Carica , Product Quality