

## ABSTRACT

### **ANLYSES PERCEPTION, LIFESTYLE, PRODUCT DIVERSIFICATION, AND PRODUCT QUALITY TOWARDS BUSINESS EXISTENCE MEDIATED BY CONSUMER SATISFACTION ON *NASI BORAN* LAMONGAN SMES (STRUCTURAL EQUATION MODELING (SEM) – PARTIAL LEAST SQUARE (PLS))**

**DARANI ARI LOFINIA**  
**NIM. 041910320**

The local cuisine in Small and Medium Enterprises (SMEs) sectors frequently becomes an identity of an area that adheres in one's mind. Moreover, the local cuisine became a special allure for most culinary enthusiasts or raised curiosity for domestic tourists when visiting an area known for its peculiar dishes. Lamongan is known as the town of *Soto* to most people in Indonesia. However, along with the rapid growth of the culinary world *Nasi Boran* contributed to the made-up identity of Lamongan. That is because *Nasi Boran* has officially become a local culinary that has a patent same as *Soto Lamongan*. Now both culinary have patent certificates from *Kemenkumham* of Indonesian Republic. In this case, both cuisines become archipelago culinary which are nationally accredited .

In addition, this study aims to find out the mediation effect of consumer satisfaction on perception, lifestyle, product diversification, and product quality analyses toward the business existence of *Nasi Boran* Lamongan. This kind of study is quantitative using the PLS-SEM method. Primary data was obtained through the distribution of questionnaires to 150 respondents. The criteria for respondents in this study are  $\geq 18$  years old, and have the experience of purchasing and consuming *Nasi Boran* Lamongan.

Meanwhile, the result shows that consumer satisfaction is enabled to mediate perception, lifestyle, product diversification, and product quality toward the business existence of *Nasi Boran* Lamongan. because the result of specific indirect effect analyses shows a value over 0.05. Lifestyle has a significant effect on the business existence of *Nasi Boran* Lamongan because the result of the analysis shows that the value of the t-statistic is higher than the t-table ( $2.008 > 1.964$ ) and then the p-value less than 0.05 ( $0.045 < 0.05$ ). lifestyle has a significant effect on consumer satisfaction because the result of the analysis shows that the value of the t-statistic is higher than the t-table ( $3.275 > 1.964$ ), and then the p-value is less than 0.05 ( $0.001 < 0.05$ ). Product quality has a significant effect on consumer satisfaction because the result of the analysis shows that the value of the t-statistic is higher than the t-table ( $2.853 > 1.964$ ) and then the p-value is less than 0.05 ( $0.005 < 0.05$ ). This study has nine hypotheses. There are six unproven hypotheses and three proven hypotheses.

***Keywords:*** Perception, lifestyle, Product diversification, Product quality, Business existence, Consumer satisfaction, *Nasi Boran* Lamongan, SME.

## RINGKASAN

### **ANALISIS PERSEPSI, GAYA HIDUP, DIVERSIFIKASI PRODUK, DAN KUALITAS PRODUK TERHADAP EKSISTENSI USAHA DIMEDIASI OLEH KEPUASAN KONSUMEN PADA UMKM NASI BORAN LAMONGAN (METODE *PARTIAL LEAST SQUARE* (PLS) - *STRUCTURAL EQUATION MODELING* (SEM))**

**DARANI ARI LOFINIA**  
**NIM. 041910320**

Kuliner khas daerah dalam ruang lingkup UMKM acap kali menjadi identitas suatu daerah yang melekat di benak seseorang. Di sisi lain, kuliner khas daerah menjadi daya tarik tersendiri bagi sebagian besar para pecinta kuliner atau menimbulkan rasa *curiosity* bagi para wisatawan domestik jika melakukan kunjungan di suatu daerah yang dikenal karena makanan khas daerah yang dimiliki. Lamongan dikenal sebagai Kota Soto bagi sebagian besar masyarakat Indonesia. Namun, seiring dengan pesatnya perkembangan dunia kuliner Nasi Boran turut andil dalam pembentukan identitas Kota Lamongan. Hal tersebut lantaran Nasi Boran telah resmi menjadi hidangan khas daerah yang memiliki hak paten sama halnya dengan Soto Lamongan. kini kedua kuliner tersebut memiliki sertifikat hak paten dari Kemenkumham RI. Dalam hal ini, kedua kuliner tersebut menjadi kuliner nusantara dan diakui secara nasional.

Tujuan penelitian ini untuk mengetahui efek mediasi kepuasan konsumen pada analisis persepsi, gaya hidup, diversifikasi produk dan kualitas produk terhadap eksistensi usaha Nasi Boran di Lamongan. jenis penelitian ini yakni kuantitatif dengan metode PLS-SEM. Data primer diperoleh melalui penyebaran kuesioner pada 150 responden. Kriteria responden dalam penelitian ini yakni berusia  $\geq 18$  tahun, serta memiliki pengalaman membeli dan mengonsumsi Nasi Boran Lamongan.

Hasil penelitian menunjukkan bahwa kepuasan konsumen tidak mampu memediasi persepsi, gaya hidup, diversifikasi produk, dan kualitas produk terhadap eksistensi usaha Nasi Boran Lamongan. karena hasil analisis *specific indirect effect* menunjukkan nilai  $> 0,05$ . Gaya hidup berpengaruh signifikan terhadap eksistensi usaha Nasi Boran Lamongan karena hasil analisis menunjukkan nilai t-hitung  $>$  t-tabel ( $2,008 > 1,964$ ) serta p-value  $0,045 < 0,05$ . Gaya hidup berpengaruh signifikan terhadap kepuasan konsumen karena hasil analisis menunjukkan nilai t-hitung  $>$  t-tabel ( $3,275 > 1,964$ ) serta p-value  $0,001 < 0,05$ . Kualitas produk berpengaruh signifikan terhadap kepuasan konsumen karena hasil analisis menunjukkan nilai t-hitung  $>$  t-tabel ( $2,853 > 1,964$ ) serta p-value  $0,005 < 0,05$ . Penelitian ini memiliki sembilan hipotesis. Enam hipotesis ditolak dan tiga hipotesis diterima.

***Kata Kunci:*** Persepsi, Gaya hidup, Diversifikasi produk, Kualitas produk, Kepuasan konsumen, Eksistensi usaha, Nasi boran Lamongan, UMKM.