

ABSTRAK

ATHIAN HARIANSYAH 2020110021, Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Pinanti Kopi JL Raya Citayam Kota Depok. Dibawah bimbingan ibu Kania Ratnasari ST, MIB.

Salah satu kegiatan usaha yang menawarkan jasa yang cukup pesat berkembang di Indonesia adalah usaha kuliner, biasa disebut restoran yang menyediakan food & beverage salah satunya yaitu Pinanti Kopi yang terletak di Jl Raya Citayam Kota Depok. Tujuan penelitian ini untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan. Metode yang digunakan adalah deskriptif kuantitatif. Responden pada penelitian memiliki populasi sebanyak 7.660, dan sampel 100 orang yang didapat menggunakan teknik purposive sampling. Teknik pengumpulan data menggunakan kuesioner dengan skala likert yang masing-masing telah diuji coba dan memenuhi syarat validitas dan reliabilitas. Penelitian ini menggunakan analisis deskriptif kuantitatif dan regresi linear sederhana dengan pengujian hipotesis yang digunakan yaitu uji t dengan program SPSS 29. Hasil penelitian menunjukkan bahwa kualitas pelayanan di Pinanti Kopi dinilai sangat baik dengan rata-rata 3,38. Adapun hasil dari kepuasan pelanggan di Pinanti Kopi dinilai sangat puas dengan rata-rata 3,26. Hasil uji t juga menunjukkan bahwa kualitas pelayanan berpengaruh terhadap kepuasan pelanggan di Pinanti Kopi, dimana nilai signifikan untuk pengaruh antara variabel X terhadap variabel Y adalah sebesar $0,001 < 0,05\%$. Adapun pengaruh kualitas

pelayanan terhadap kepuasan pelanggan sebesar 0,706 atau 70,6% dan 29,4 %

merupakan variabel yang tidak diteliti seperti harga, produk, lokasi, promosi dan lain-lain.

Kata kunci: Kepuasan Pelanggan, Kualitas Pelayanan, Kuantitatif, Pinanti Kopi, dan Responden

ABSTRACT

ATHIAN HARIANSYAH 2020110021, The Influence of Service Quality on Customer Satisfaction at Pinanti Kopi on Jl Raya Citayam, Depok City. Under the guidance of Mrs. Kania Ratnasari ST, MIB.

One of the rapidly growing business activities in Indonesia is the culinary business, commonly known as restaurants that offer food and beverages, including Pinanti Kopi located on Jl Raya Citayam, Depok City. The purpose of this research is to analyze the influence of service quality on customer satisfaction. The method used is descriptive quantitative. The respondents in the study have a population of 7,660, with a sample of 100 people obtained using purposive sampling technique. Data collection technique uses a questionnaire with Likert scale, each of which has been tested and meets the criteria of validity and reliability. This research uses quantitative descriptive analysis

and simple linear regression with hypothesis testing using t-test with SPSS 29 program. The results show that the service quality at Pinanti Kopi is rated very good with an average of 3.38. The customer satisfaction at Pinanti Kopi is also rated very satisfied with an average of 3.26. The t-test results also show that service quality influences customer satisfaction at Pinanti Kopi, with a significant value for the influence between variable X and variable Y at $0.001 < 0.05\%$. The impact of service quality on customer satisfaction is reported to be 0.706 or 70.6%, indicating that a significant proportion of customer satisfaction can be attributed to the quality of service. The remaining 29.4% is attributed to unexamined variables such as price, product, location, promotion, and others.

Keywords: Customer Satisfaction, Service Quality, Quantitative, Pinanti Kopi, and Respondents.