

ABSTRAK

SYAFIRA PUTRI ANJANI. NIM 2020110092. Pengaruh Kualitas Pelayanan

Terhadap Kepuasan Pengunjung Museum Seni Rupa dan Keramik Jawa Barat.

Dibawah bimbingan Bapak M.Sambas,SE,MM.

Kualitas pelayanan yang baik sangat penting untuk memenuhi rasa kepuasan pengunjung Museum Seni Rupa dan Keramik. Namun masih terdapat keluhan yang dialami pengunjung pada saat berkunjung Museum Seni Rupa dan Keramik. Tujuan dari penelitian ini adalah untuk menganalisis Kualitas pelayanan terhadap kepuasan pengunjung Museum Seni Rupa dan Keramik. Metode kuantitatif. Teknik pengumpulan data menggunakan survei, menyebarkan kuesioner dengan Teknik purpose sumpling dengan jumlah populasi 100 responden yaitu responden yang pernah mengunjungi Museum Seni Rupa dan Keramik dengan menggunakan Google form. Lalu, dilanjutkan dengan analisis regresi linear sederhana. Hasil penelitian menunjukkan bahwa Museum Seni Rupa dan Keramik memiliki kualitas pelayanan yang baik dengan mendapatkan nilai rata-rata sebesar 4,06. Adapun nilai rata-rata kepuasan pengunjung yang dimiliki Museum Seni Rupa dan Keramik sebesar 4,21. Maka, hasil yang didapat ialah terdapat pengaruh signifikan antara Kualitas pelayanan terhadap kepuasan pengunjung Museum Seni Rupa dan Keramik terdapat juga adanya pengaruh positif antara variabel X dan Y.

Kata kunci: Kualitas Pelayanan, Kepuasan Pengunjung, Museum Seni Rupa dan Keramik

ABSTRACT

SYAFIRA PUTRI ANJANI, NIM 2020110092 The Influence of Service Quality on Visitor Satisfaction at the West Jakarta Fine Arts and Ceramics Museum, Under the guidance of Mr.M. Sambas, SE, MM.

Good quality service is very important to fulfill the sense of satisfaction of visitors to the Fine Arts and Ceramics Museum. However, there are still complaints experienced by visitors when visiting the Fine Arts and Ceramics Museum. The aim of this research is to analyze service quality on visitor satisfaction at the Fine Arts and Ceramics Museum. The method used is a quantitative method. Data collection techniques used surveys, distributing questionnaires using purposive sampling techniques with a population of 100 respondents, namely respondents who had visited the Museum of Fine Arts and Ceramics using Google form. Then proceed with simple linear regression analysis. The results of the research show that the Fine Arts and Ceramics Museum has quite good service quality by obtaining an average score of 4.06 and the average satisfaction score for visitors to the Fine Arts and Ceramics Museum is 4.2, which means that respondents are quite satisfied. services provided. So, the results obtained are that there is a significant influence between service quality on visitor satisfaction at the Fine Arts and Ceramics Museum, there is also a positive influence between variables X and Y.

Keywords: Service Quality, Visitor Satisfaction, Fine Arts and Ceramics Museum

