

ABSTRACT

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN COFFEE SHOP AT TANGERANG

Business development in coffee shop increased significantly every year, create a fierce competition between coffee shop itself. So that the service quality of each coffee shop become the key to delivering maximum customer satisfaction. But there are still so many coffee shop's workers who do not show a good service quality to the customer. So it is necessary to do a research that aims to determine how much the impact of service quality dimension (assurance, empathy, cleanliness, tangibles, reliability, responsiveness) on customer satisfaction in Tangerang. By using questionnaires which has been distributed to 175 coffee shop customer respondents in Tangerang. Data analysis techniques using correlation with SPSS version 20. The result of this research analysis is the service quality has a positive effect on customer satisfaction in Tangerang coffee shop and the highest value is in the variable reliability.

Key Words: Service Quality, Customer Satisfaction, Coffee Shop



ABSTRAK

PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN KEDAI KOPI DI TANGERANG

Perkembangan usaha di kedai kopi meningkat sangat signifikan setiap tahunnya membuat persaingan ketat antar kedai kopi. Sehingga kualitas layanan setiap kedai kopi menjadi kunci untuk memberikan kepuasan pelanggan secara maksimal. Namun masih banyak karyawan kedai kopi yang tidak menunjukkan kualitas layanan yang diberikan kepada pelanggan. Maka perlu dilakukan penelitian yang bertujuan untuk mengetahui seberapa besar pengaruh kualitas layanan (kepastian, empati, kebersihan, perwujudan, keandalan, dan daya tanggap) terhadap kepuasan pelanggan kedai kopi di Tangerang. Dengan menggunakan kuisioner yang telah dibagikan kepada 175 responden pelanggan kedai kopi di Tangerang. Teknik analisa data menggunakan korelasi dengan program SPSS versi 20. Hasil analisa penelitian adalah Kualitas Layanan berpengaruh positif terhadap Kepuasan Pelanggan kedai kopi di Tangerang dan nilai tertinggi ada di variabel keandalan mendapat nilai .

Kata kunci: Kualitas Layanan, Kepuasan Pelanggan, Kedai Kopi

