

## **ABSTRACT**

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### **THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT MIKIE FUNLAND, BERASTAGI**

(xix+105 pages; 13 figures; 62 tables; 11 appendixes)

The objective of this study is to see and examine the influence of service quality towards customer satisfaction at Mikie Funland, Berastagi. This research focuses on discussing service quality in the dimensions of tangibility, reliability, responsiveness, assurance and empathy. The collection of data in this research is done by distributing questionnaires using convenience and snowball sampling to 399 respondents who had visited Mikie Funland minimal once in the last 2 years. The data analysis method used in this research is multiple linear regression.

The result of F-test shows that tangibility, reliability, responsiveness, assurance and empathy simultaneously have significant influence towards customer satisfaction at Mikie Funland, Berastagi. Based on the t-test result, each of the independent variable which is tangibility, reliability, responsiveness, assurance, and empathy partially have a significant influence towards customer satisfaction at Mikie Funland, Berastagi. Based on the coefficient of determination test, customer satisfaction is influenced by tangibility, reliability, responsiveness, assurance, and empathy as much as 51.7%.

Based on the result of the study, Mikie Funland is suggested to improve the quality of service by: improving employee's uniform, improving the cleanliness of toilets and restaurants, acknowledge visitors that ATM only located outside the area of themepark, make sure each tenants accept payment via card or scan QR, avoid rides operation that stop without prior announcement, respond to visitors' request promptly, update the company awards and certification on website, acknowledge visitors about the insurance they can obtain from each ticket purchase, enhancing employee's initiative to help visitors.

**Keywords: Service Quality, Tangibility, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction**

References: 39 (2016-2021)

## ABSTRAK

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### THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT MIKIE FUNLAND, BERASTAGI

(xix+105 halaman; 13 gambar; 62 tabel; 11 lampiran)

Tujuan dari penelitian ini adalah untuk melihat dan menguji pengaruh kualitas pelayanan terhadap kepuasan pengunjung di Mikie Funland, Berastagi. Penelitian ini berfokus pada pembahasan kualitas pelayanan dalam dimensi bukti fisik, kehandalan, daya tanggap, jaminan dan empati. Pengumpulan data dalam penelitian ini dilakukan dengan menyebarkan kuesioner dengan teknik *convenience* dan *snowball sampling* kepada 399 responden yang pernah berkunjung ke Mikie Funland minimal sekali dalam kurun waktu 2 tahun terakhir. Metode analisis data yang digunakan adalah regresi linier berganda.

Hasil uji F menunjukkan bahwa bukti fisik, kehandalan, daya tanggap, jaminan dan empati secara simultan memiliki pengaruh yang signifikan terhadap kepuasan pengunjung di Mikie Funland, Berastagi. Berdasarkan hasil uji t, masing-masing dari variable bebas yaitu bukti fisik, kehandalan, daya tanggap, jaminan dan empati secara parsial memiliki pengaruh yang signifikan terhadap kepuasan pengunjung di Mikie Funland, Berastagi. Berdasarkan uji koefisien determinasi diperoleh bahwa kepuasan pengunjung dipengaruhi oleh bukti fisik, kehandalan, daya tanggap, jaminan dan empati sebesar 51,7%.

Berdasarkan hasil penelitian, Mikie Funland disarankan dapat meningkatkan kualitas pelayanan dengan: meningkatkan kemenarikan seragam karyawan, meningkatkan kebersihan toilet dan restoran, memberitahu pengunjung bahwa ATM hanya terletak di luar area *themepark*, memastikan setiap *tenant* menerima pembayaran melalui kartu atau pindai QR, menghindari pemberhentian operasional wahana tanpa pemberitahuan, menanggapi permintaan pengunjung dengan cepat, *mengupdate* penghargaan dan sertifikasi perusahaan di website, memberitahu pengunjung tentang asuransi yang diperoleh dari setiap pembelian tiket, meningkatkan inisiatif karyawan dalam membantu pengunjung.

**Kata Kunci:** Kualitas Pelayanan, Bukti Fisik, Kehandalan, Daya Tanggap, Jaminan, Empati, dan Kepuasan Pengunjung

Referensi: 39 (2016-2021)