ABSTRACT

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THE INFLUENCE OF SELF-SERVICE TECHNOLOGY (SST) SERVICE QUALITY ON CUSTOMER SATISFACTION IN AIRASIA MEDAN

(xvi+92 pages; 6 figures; 42 tables; 7 appendixes)

This research was conducted to analayze The Influence of Self-Service (SST) Service Quality to Customer Satisfaction in AirAsia Medan. This study is considered as quantitative research, in which quantitative study is related to numbers, statistical, mathematical and quantifiable data. The population in this study is all AirAsia customers in Medan. Purposive sampling (non-probability sampling) is used to determine the sample size.

Data are collected from 100 respondents in Medan who have ever experienced AirAsia self-service technology (SST) at least once. There are 2 variables in this research, they are variable X (self-service quality) and variable Y (customer satisfaction). All data in this research were taken from websites related to the study, e-journals, e-books, books, and questionnaire.

Validity test, reliability test, descriptive analysis, normality test, linearity test, heteroscedasticity test, linear regression, determination and hypothesis testing were conducted in this study. The result showed that there is an influence between self-service quality to customer satisfaction in AirAsia Medan.

Based on the result, age and education level also influence people in using self-service and both variables have linear relationship since Y=2.253 +0.287x, this explains that increase of every 1% in self service quality, will increase customer satisfaction by 0.287.

Hypothesis testing result showed that Z_{count} (6.19) was greater than Z_{table}, which is 1.96 with significant level of 5%. This means that H_0 was rejected and H_a was accepted. H_a = SST service quality has significant influence on customer satisfaction in AirAsia Medan.

Keywords: Self-service technology (SST), Service Quality, Customer Satisfaction
References: 41 (2015-2021)

ABSTRAK

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PENGARUH KUALITAS TEKNOLOGI SELF-SERVICE (SST) TERHADAP KEPUASAN PELANGGAN DI AIRASIA MEDAN

(xvi+92 halaman; 6 figur; 42 tabel; 7 lampiran)

Penelitian ini dilakukan bertujuan untuk menganalisa pengaruh kualitas self-service technology (SST) terhadap kepuasan pelanggan di AirAsia Medan. Penelitian ini termasuk penelitian kuantitatif, dimana penelitian kuantitatif berhubungan dengan angka, statistik, matematika dan data yang akurat dan dapat di hitung. Populasi di dalam penelitian ini adalah pelanggan AirAsia di Medan. Metode pengambilan sample di dalam penelitian ini yaitu menggunakan purposive sampling (non-probability sampling).

Jumlah populasi di dalam penelitian ini ada 100 responden di Medan yang terkumpul dan yang pernah menggunakan AirAsia self-service technology setidaknya sekali. Ada 2 variabel yang terdapat didalam penelitian ini, diantaranya adalah variabel X (kualitas self-service technology) dan variabel Y (kepuasan pelanggan). Semua data di dalam penelitian ini di peroleh dari websites yang berkaitan dengan penelitian ini, e-jurnal, e-books, buku, dan kuesioner.

Uji validitas, uji reliabilitas, analisis deskriptif, uji normalitas, uji linearitas, uji heteroskedastisitas, persamaan regresi linear, uji determinasi, dan uji hipotesis dilakukan didalam penelitian ini. Hasil dari penelitian ini menunjukkan adanya pengaruh antara kualitas self-service technology dengan kepuasan pelanggan di AirAsia Medan.

Berdasarkan hasil penelitian, umur dan pendidikan mempengaruhi orang dalam menggunakan self-service dan kedua variabel memiliki hubungan yang linear karena persamaan linear yang didapatkan adalah Y=2.253 + 0.287x, menjelaskan bahwa setiap penambahan 1% pada kualitas self-service techonology, maka kepuasan pelanggan juga akan bertambah sebanyak 0.287.

Hasil uji hipotesis juga menunjukkan H_0 di tolak, H_a diterima karena $Z_{hitung} > Z_{tabel}$, dimana hasil nya adalah 6.19 > 1.96. H_a = adanya pengaruh kualitas self-service terhadap kepuasaan pelanggan di AirAsia Medan.

Kata Kunci: Teknologi Servis Mandiri, Kualitas Servis, Kepuasan Pelanggan
Referensi: 41 (2015-2021)