

ABSTRACT

AURELIA NATASHA WILLIAM

03013170060

THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT AERO CAFE TANJUNG BALAI

(xv+73 pages; 21 figures; 40 tables; 5 appendixes)

This thesis entitled "The Effect of Service Quality on Customer Satisfaction at Aero Cafe Tanjung Balai" aims to determine whether service quality affects customer satisfaction at Aero Cafe Tanjung Balai. Based on the survey, the decrease in service quality can be seen by the lacking of time efficiency during the service delivery process, no engagement between the staff and customers which cause to have complaints and affected the customer satisfaction.

According to Pakurár, et al (2019, p.1), service quality is defined as how the company succeeded in reaching the customers' expectation. According to Ghourrassi and Tigu (2017, p.295), customer satisfaction is defined as the measurement of how the customers' expectation had reached by the company during the process of the product or service delivery.

This research was conducted by conducting an online survey of customers of Aero Cafe Tanjung Balai with total population 100 and sample size of 80 respondents. This study uses quantitative descriptive methods and data analysis methods in this study include validity test, reliability test, descriptive statistics, normality test, linearity test, heteroscedasticity test, regression test, determination coefficient test and z test.

The result of the hypothesis testing indicated there is an influence of service quality on customer satisfaction at Aero Cafe Tanjung Balai. Based on the results of the coefficient of determination test, service quality affects customer satisfaction at Aero Cafe as much as 37.2% and the remaining 62.8% is influenced by other variables.

The conclusion of this research is service quality influences customer satisfaction at Aero Cafe Tanjung Balai.

Keywords: Service Quality, Customer Satisfaction, Aero Cafe Tanjung Balai

References: 34 (2015-2021)

ABSTRAK

AURELIA NATASHA WILLIAM

03013170060

THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT AERO CAFE TANJUNG BALAI

(xv+73 halaman; 21 gambar; 40 tabel; 5 lampiran)

Skripsi ini yang berjudul "Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan di Aero Cafe Tanjung Balai" bertujuan untuk mengetahui apakah kualitas layanan mempengaruhi kepuasan pelanggan di Aero Cafe Tanjung Balai. Berdasarkan survei, penurunan kualitas layanan dapat terlihat dari kurangnya efisiensi waktu selama proses pengiriman servis kurangnya interaksi antara staf dan pelanggan yang menyebabkan timbulnya keluhan dan mempengaruhi kepuasan konsumen.

Menurut Pakurár, et al (2019, p.1), definisi kualitas layanan dapat diartikan sebagai bagaimana perusahaan berhasil mencapai harapan pelanggan. Menurut Ghoumrassi dan Tigu (2017, p.295), kepuasan pelanggan diartikan sebagai ukuran bagaimana harapan pelanggan telah dicapai oleh perusahaan selama proses pengiriman produk atau layanan.

Penelitian ini dilaksanakan melalui survei Online terhadap pelanggan Aero Cafe Tanjung Balai dengan total populasi 100 dan jumlah sampel 80 responden. Penelitian ini menggunakan metode deskriptif kuantitatif dan metode analisis data di penelitian ini mencakup tes valid, tes reliabilitas, statistik deskriptif, uji normalitas, uji linearitas, uji heteroskedastisitas, uji regresi, uji koefisien determinasi dan uji z.

Hasil pengujian hipotesis menunjukkan terdapat pengaruh kualitas layanan terhadap kepuasan pelanggan Aero Cafe Tanjung Balai. Berdasarkan hasil dari tes koefisien determinasi, kualitas layanan mempengaruhi kepuasan pelanggan di Aero Cafe sebanyak 37.2% dan sisa 62.8% dipengaruhi oleh variabel lain.

Kesimpulan dari penelitian ini adalah kualitas layanan berpengaruh terhadap kepuasan konsumen di Aero Cafe Tanjung Balai.

Kata Kunci: Kualitas Layanan, Kepuasan Pelanggan, Aero Cafe Tanjung Balai

Referensi: 34 (2015-2021)