

## **ABSTRACT**

**SHERLIN**

**03011170139**

### **THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT CV. PRIMA ANUGRAH MANDIRI**

(xvi + 106 pages; 10 figures; 25 tables; 9 appendixes)

In this era, more and more companies have sprung up in which it will affect the companies that have been established long ago and they will have to compete to gain profits. With the increasing competition, it is essential for the company to improve their quality in order to make the customers satisfied. Customer satisfaction can be affected by so many factors in which one of them is service quality. The purpose of this research is to analyze the influence that service quality has on customer satisfaction at CV. Prima Anugrah Mandiri.

This study is a causal research, uses quantitative approach, and processed using SPSS software version 25.0. Data collection was carried out by distributing questionnaires with purposive sampling technique to 84 respondents from the customers of CV. Prima Anugrah Mandiri with the characteristics of respondents who are between the age group of 18-60 year-old, domiciled in Medan, with the gender wise of either male or female, and have made purchases at least twice in the last two years prior to the time when the questionnaire is being distributed.

The data analysis method that are being used in this research are descriptive statistics, validity and reliability test, classic assumption test, and simple linear regression analysis.

Based on the coefficient of determination test result, it showed that 91.1% of *service quality* significantly influenced *customer satisfaction*. The T – Testing result also showed that *service quality* has a positive and significant influence on *customer satisfaction* at CV. Prima Anugrah Mandiri.

**Keywords: Service Quality, Customer Satisfaction**

References: 54 (2016-2021)

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Di era ini, semakin banyak bermunculan perusahaan yang akan berdampak pada perusahaan yang sudah berdiri sejak lama dan harus bersaing untuk mendapatkan keuntungan. Dengan persaingan yang semakin ketat, maka penting bagi perusahaan untuk meningkatkan kualitasnya agar pelanggan dapat puas. Kepuasan pelanggan dapat dipengaruhi oleh banyak faktor yang salah satunya adalah kualitas layanan. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan konsumen pada CV. Prima Anugrah Mandiri.

Penelitian ini merupakan penelitian kausal, menggunakan metode kuantitatif, dan diolah menggunakan software SPSS versi 25.0. Pengumpulan data dilakukan dengan menyebarkan kuesioner dengan teknik sampling purposive kepada 84 responden dari pelanggan CV. Prima Anugrah Mandiri dengan karakteristik responden antara kelompok umur 18-60 tahun, berdomisili di Medan, baik berjenis kelamin laki-laki maupun perempuan, dan telah melakukan pembelian minimal dua kali dalam dua tahun terakhir sebelum waktu saat kuesioner dibagikan.

Metode analisis data yang digunakan dalam penelitian ini adalah statistik deskriptif, uji validitas dan reliabilitas, uji asumsi klasik, dan analisis regresi linier sederhana.

Berdasarkan hasil uji koefisien determinasi menunjukkan bahwa 91,1% kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan. Hasil Uji-T juga menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen pada CV. Prima Anugrah Mandiri.

**Kata Kunci: Service Quality, Customer Satisfaction**

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