

FAKTOR-FAKTOR YANG MEMPENGARUHI KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN CV AJI TOUR SEMARANG

KUSWIDYO AJI B

Program Studi Manajemen - S1, Fakultas Ekonomi & Bisnis,

Universitas Dian Nuswantoro Semarang

URL : <http://dinus.ac.id/>

Email : 211200701380@mhs.dinus.ac.id

ABSTRAK

Dalam situasi persaingan bisnis yang semakin ketat, perusahaan jasa atau penyedia jasa harus dapat melihat faktor-faktor apa saja yang penting dan mempengaruhi kepuasan konsumennya demi kelangsungan bisnis perusahaan tersebut. Kepuasan pelanggan adalah aspek penting dalam pencapaian keuntungan suatu perusahaan baik perusahaan penghasil barang atau jasa. Penelitian ini bertujuan untuk mengetahui pengaruh keandalan (reliability), daya tanggap (responsiveness), jaminan (assurance), empati (empathy) dan bukti fisik (tangibles) terhadap kepuasan pelanggan CV Aji Tour Semarang. Populasi penelitian adalah seluruh pelanggan CV Aji Tour Semarang sebanyak 97 unit (sekolah/perguruan tinggi/instansi pemerintah/kelompok masyarakat). Seluruh populasi dijadikan sampel penelitian. Variabel yang diamati adalah kepuasan pelanggan terhadap keandalan, daya tanggap, jaminan, empati, dan bukti fisik yang diberikan atau dimiliki CV Aji Tour Semarang; yang diukur melalui angket. Data dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa terdapat pengaruh keandalan, daya tanggap, jaminan, empati, dan bukti fisik terhadap kepuasan pelanggan, artinya apabila keandalan, daya tanggap, jaminan, empati, dan bukti fisik meningkat maka kepuasan pelanggan juga akan meningkat.

Kata Kunci : keandalan, daya tanggap, jaminan, empati, bukti fisik, kepuasan pelanggan and CV Aji Tour Semarang

FACTORS THAT AFFECT THE SERVICE QUALITY ON CUSTOMER SATISFACTION OF CV AJI TOUR SEMARANG

KUSWIDYO AJI B

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Universitas Dian Nuswantoro Semarang

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Email : 211200701380@mhs.dinus.ac.id

ABSTRACT

In a situation of increasing of business competition, service company or service provider should be able to see what factors are important and affect customer satisfaction for the survival of the company's business. Customer satisfaction is an important aspect in achieving a company's profit both companies producing goods or services. This study aims to determine the effect of reliability, responsiveness, assurance empathy, and physical evidence (tangibles) on customer satisfaction of CV Aji Tour Semarang. The study population was all customers CV Aji Tour Semarang as many as 97 units (school / university /government / community). The entire population of the research sample. The variables measured were customer satisfaction with reliability, responsiveness, assurance, empathy, and physical evidence given or owned CV Aji Tour Semarang; measured through a questionnaire. Data were analyzed using multiple linear regression. The results showed that there are significant reliability, responsiveness, assurance, empathy, and tangibles to customer satisfaction, meaning that if the reliability, responsiveness, assurance, empathy, and tangibles increases, customer satisfaction will also increase.

Keyword : reliability, responsiveness, assurance empathy, and physical evidence (tangibles), customer satisfaction and CV Aji Tour Semarang