Analisis Pengaruh Kualitas Jasa Pelayanan Terhadap Kepuasan Konsumen pada My Sorella Boutique di Semarang.

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ABSTRAK

Setiap perusahaan tentunya ingin mencapai suatu keberhasilan. Untuk mencapai hal tersebut, perusahaan memerlukan strategi untuk menghadapi persaingan yang saat ini semakin lama semakin ketat. Terdapat berbagai tantangan dalam mencapai keberhasilan perusahaan. Populasi dalam penelitian ini adalah seluruh pelanggan yang bertransaksi di My Sorella Boutique di Semarang. Analisis yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa Empati (Empathy) berpengaruh positif dan signifikan terhadap kepuasan pelanggan, artinya apabila empathy meningkat maka kepuasan pelanggan akan meningkat. Daya tanggap (Responsiveness) berpengaruh positif dan signifikan terhadap kepuasan pelanggan, artinya apabila responsiveness meningkat maka kepuasan pelanggan akan meningkat. Bukti fisik (Tangibles) berpengaruh positif   dan signifikan terhadap kepuasan pelanggan, artinya apabila tangibles meningkat maka kepuasan pelanggan akan meningkat. Keandalan (Reliability) berpengaruh   positif dan signifikan terhadap kepuasan pelanggan, artinya apabila reliability meningkat maka kepuasan pelanggan akan meningkat. Jaminan (Assurance) berpengaruh positif dan signifikan terhadap kepuasan pelanggan, artinya apabila assurance meningkat maka kepuasan pelanggan akan meningkat.

Kata Kunci   :   kehandalan, daya tanggap, jaminan, empati, bukti fisik dan kepuasan pelanggan

Impact Analysis of Service Quality on Customer Satisfaction at My Sorella Boutique In Semarang.

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ABSTRACT

Each company want to achieve a success. To achieve this, companies need strategy to appearance competition that is currently becoming increasingly stringent. There are many challenges in achieving the company's success. The population in this study is that all customers who has transaction at My Sorella Boutique in Semarang. The analysis used is multiple linear regression. The results showed that the Empathy (Empathy) has positive and significant impact on customer satisfaction, it means that if empathy has increases, then customer satisfaction will increase. Responsiveness (Responsiveness) has positive and significant impact on customer satisfaction, it means that if responsiveness increases, then customer satisfaction will increase. Physical evidence (Tangibles) has positive and significant impact on customer satisfaction, it means that if tangibles increases, then customer satisfaction will increase. Reliability (Reliability) has positive and significant impact on customer satisfaction, it means that if the reliability increases, then customer satisfaction will increase. Assurance (Assurance) has positive and significant impact on customer satisfaction, it means that if the assurance increases, then customer satisfaction will increase.

Keyword   :   reliability, responsiveness, assurance, empathy, tangibles and customer satisfaction