

Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Entertainment Plaza di Semarang

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ABSTRAK

Penelitian ini mengambil obyek pada Entertainment Plaza di Semarang. Tujuan penelitian ini yaitu untuk menganalisis bukti fisik (tangibles), kehandalan (reliability), tanggapan (responsiveness), jaminan (assurance), perhatian (emphaty) terhadap kepuasan pelanggan dan loyalitas pelanggan Entertainment plaza di Semarang.

Sampel penelitian diperoleh sebanyak 150 responden dengan menggunakan teknik pengambilan sampel yaitu purposive sampling yaitu metode penentuan sampel dengan pertimbangan tertentu yaitu dengan pertimbangan responden adalah pelanggan Entertainment Cinema di Semarang yang pernah menonton Film dan responden berusia minimal 15 tahun. Metode analisis data menggunakan regresi berganda dengan mediasi atau intervening.

Hasil penelitian diperoleh bahwa variabel jaminan (assurance) tidak berpengaruh signifikan terhadap kepuasan pelanggan di Entertainment Plaza di Semarang. Sedangkan bukti fisik (tangible), kehandalan (reliability), tanggapan (responsiveness) dan perhatian (emphaty) berpengaruh signifikan dan positif terhadap kepuasan pelanggan di Entertainment Plaza di Semarang. Variabel bukti fisik (tangible), kehandalan (reliability) dan perhatian (emphaty) tidak berpengaruh signifikan terhadap loyalitas pelanggan di Entertainment Plaza di Semarang. Sedangkan tanggapan (responsiveness), jaminan (assurance) dan kepuasan pelanggan berpengaruh signifikan dan positif terhadap loyalitas pelanggan di Entertainment Plaza di Semarang.

Kata Kunci : bukti fisik, kehandalan, tanggapan, jaminan, perhatian, kepuasan pelanggan dan loyalitas pelanggan

The Effect of Service Quality on Customer Satisfaction and Customer Loyalty of Entertainment Plaza in Semarang

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ABSTRACT

This study takes an object at Entertainment Plaza in Semarang. The purpose of this study is to analyze tangibles, reliability, responsiveness, assurance, empathy on customer satisfaction and customer loyalty of Entertainment Plaza in Semarang. The research sample as many as 150 respondents was obtained by using of sampling technique is purposive sampling method is sampling with particular consideration to the judgment of respondents are customers Entertainment Cinema in Semarang who ever watch movies and respondent are aged at least 15 years. Methods of data analysis using multiple regression with mediation or intervening. The results showed that the variable assurance had no significant effect on customer satisfaction at Entertainment Plaza in Semarang. While the tangible, reliability, responsiveness and empathy have significant and positive effect on customer satisfaction at Entertainment Plaza in Semarang. Variable of tangible, reliability and empathy have no significant effect on customer loyalty at Entertainment Plaza in Semarang. The response responsiveness, assurance and customer satisfaction have significant and positive effect on customer loyalty at Entertainment Plaza in Semarang.

Keyword : tangible, reliability, responsiveness, assurance, empathy, customer satisfaction and customer loyalty