

Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Toko Ashar Elektronik Kendal

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ABSTRAK

Perkembangan usaha bisnis dalam era globalisasi saat ini semakin pesat ditandai dengan tingkat persaingan antar perusahaan yang semakin tinggi dan ketat. Keadaan tersebut menyebabkan perusahaan pada umumnya berusaha untuk mempertahankan kelangsungan hidup, mengembangkan perusahaan, memperoleh laba optimal serta dapat memperkuat posisi dalam menghadapi perusahaan pesaing dimana untuk mencapai tujuan tersebut tidak terlepas dari usaha pemasaran yang harus dipikirkan dan direncanakan sebelum produk. Teknik pengambilan sampel yang digunakan adalah purposive sampling, yaitu sampel pengambilan sampel berdasarkan ciri-ciri tertentu. Adapun sampel yang diambil berdasarkan rumus diatas adalah 100 orang. Alat analisis yang digunakan adalah regresi linier berganda dengan terlebih dahulu diuji dengan uji validitas dan reliabilitas.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara bukti fisik (tangibles), keandalan (reliability), daya tanggap (responsiveness), jaminan (assurance) dan empati (empathy) terhadap loyalitas pelanggan pelanggan, artinya apabila bukti fisik (tangibles), keandalan (reliability), daya tanggap (responsiveness), jaminan (assurance) dan empati (empathy) meningkat maka kepuasan pelanggan akan meningkat.

Kata Kunci : bukti fisik (tangibles), keandalan (reliability), daya tanggap (responsiveness), jaminan (assurance) dan empati (empathy) dan kepuasan pelanggan

The Influence of Service Quality on Customer Satisfaction of Ashar Electronic Store Kendal

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ABSTRACT

Development of business in the current era of globalization characterized by rapidly increasing levels of competition between companies are increasingly high and tight . The situation is causing companies generally seek to maintain viability , developing companies , as well as the optimal profit to strengthen its position in the face of competing companies in which to achieve these objectives cannot be separated from marketing efforts that should be considered and planned before the product . The sampling technique used was purposive sampling, sampling the sample is based on certain characteristics. The sample taken by the formula above is 100 people. The analytical tool used is multiple linear regressions by first tested the validity and reliability.

The results of this study indicate that there are significant between the physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), guarantee (assurance) and empathy (empathy) on customer loyalty customer, meaning that if the physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness) , guarantee (assurance) and empathy (empathy) increases, customer satisfaction will increase.

Keyword : physical evidence (tangibles) , reliability (reliability) , responsiveness (responsiveness) , guarantee (assurance) and empathy (empathy) and customer Satisfaction