

ABSTRAK

PENGARUH DIMENSI KUALITAS PELAYANAN JASA DAN LOKASI TERHADAP KEPUASAN PELANGGAN PADA BENGKEL YAMAHA LAMPUNG SAKTI MOTOR NATAR LAMPUNG SELATAN TAHUN 2018

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Penelitian ini bertujuan untuk mengetahui pengaruh dimensi kualitas pelayanan jasa (bukti fisik/*tangibles*, keandalan/*reliability*, daya tanggap/*responsiveness*, jaminan/*assurance*, empati/*emphaty*) dan lokasi terhadap kepuasan pelanggan. Metode penelitian yang digunakan dalam penelitian ini adalah metode *deskriptif verifikatif* dengan pendekatan *ex post facto* dan *survey*. Populasi dalam penelitian ini yaitu orang-orang yang pernah memperbaiki sepeda motor di Bengkel Yamaha Lampung Sakti Motor Natar Lampung Selatan dan sampel 72 responden yang ditentukan dengan teknik *purposive sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner. Hasil penelitian menunjukkan bahwa ada pengaruh dimensi kualitas pelayanan jasa (bukti fisik/*tangibles*, keandalan/*reliability*, daya tanggap/*responsiveness*, jaminan/*assurance*, empati/*emphaty*) dan lokasi terhadap kepuasan pelanggan. Berdasarkan analisis data diperoleh $F_{hitung} > F_{tabel}$ atau $20,966 > 2,240$ yang ditunjukkan dengan *regresi linear multiple* dengan koefisien determinasi (r^2) 0,659 yang berarti kepuasan pelanggan dipengaruhi oleh dimensi kualitas pelayanan jasa (bukti fisik/*tangibles*, keandalan/*reliability*, daya tanggap/*responsiveness*, jaminan/*assurance*, empati/*emphaty*) dan lokasi sebesar 65,9% , sisanya 34,1% dipengaruhi oleh faktor lain.

Kata kunci : Dimensi kualitas pelayanan jasa, lokasi, kepuasan pelanggan.

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY DIMENSION AND LOCATION TO CUSTOMER SATISFACTION AT YAMAHA LAMPUNG SAKTI MOTOR WORKSHOP NATAR LAMPUNG SELATAN IN 2018

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The purpose of this research is to know the influence of service quality dimension (tangibles, reliability, responsiveness, assurance, empathy) and location to customer satisfaction. The method used is descriptive verifikatif by using ex post facto and survey approach. The population of this research is all customers who have ever done maintenance of Yamaha motorcycle at Yamaha Lampung Sakti Motor Natar Lampung Selatan workshop and the sample are 72 people in which the sampling technique that is purposive sampling. The data were collected by using questionnaires. The result of research shows that there is influence of service quality dimension (tangibles, reliability, responsiveness, assurance, empathy) and location to customer satisfaction at Yamaha Lampung Sakti Motor Natar Lampung Selatan workshop. Based on data analysis, it is obtained by $F_{hitung} > F_{tabel}$ or $20,966 > 2,240$ which is indicated by multiple linear regression with coefficient of determination (r^2) 0,659 which means customer's satisfaction is influenced by service quality dimension (tangibles, reliability, responsiveness, assurance, empathy) and location, amounted to 65,9% , the rest of 34,1% influenced by other factors.

Keywords: Service quality dimension, location, customer satisfaction.