

ABSTRAK

KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PT PEGADAIAN OUTLET KEDATON DI BANDAR LAMPUNG SAAT PANDEMI COVID-19

Oleh

GHINA ERZA FORTUNA

Pandemi covid-19 berdampak secara luas pada berbagai sektor, diantaranya adalah sektor perekonomian. Pada sektor perekonomian salah satu dampaknya adalah pengangguran meningkat dan banyaknya pengusaha menutup gerai mereka karena adanya pandemi tersebut, dengan terjadinya hal seperti ini PT Pegadaian Outlet Kedaton membantu meringankan beban masyarakat dengan cara masyarakat tidak perlu menjual barangnya melainkan hanya menggadaikan barang yang masyarakat miliki.

Terkait dengan kondisi tersebut penelitian ini menunjukkan bahwa adanya pengaruh kualitas pelayanan terhadap kepuasan pelanggan di PT Pegadaian Outlet Kedaton saat pandemi covid-19. Penelitian ini menggunakan metode *non-probability sampling* dengan tehnik *purpose sampling*, dengan sampel sebanyak 100 responden yang telah berkunjung serta melakukan transaksi di PT Pegadaian Outlet Kedaton selama pandemi covid-19. Hasil penelitian ini menunjukkan bahwa variabel bukti fisik, empati, keandalan, ketanggapan, dan jaminan berpengaruh positif secara signifikan terhadap kepuasan pelanggan.

Kata kunci: Kualitas Pelayanan, Pegadaian, Kinerja Karyawan, Kepuasan, Pelanggan

ABSTRACT

QUALITY OF SERVICE TO CUSTOMER SATISFACTION PT PEGADAIAN OUTLET KEDATON IN BANDAR LAMPUNG DURING THE COVID-19 PANDEMIC

By

GHINA ERZA FORTUNA

The covid-19 pandemic has had a broad impact on various sectors, such economic sector. In the economic sector, one of the impacts is that the number of the unemployment increases and many entrepreneurs close their outlets due to the pandemic, therefore PT Pegadaian Outlet Kedaton is here to help ease the burden on the community by means that people don't have to sell their goods but only pawn the things they have.

Related to these conditions, this study show that there is an influence of service on customer satisfaction at PT Pegadaian Outlet Kedaton during the covid-19 pandemic. This study uses a non-probability sampling method with a purpose sampling technique, with a sample of 100 respondents who have visited and made transactions at PT Pegadaian Outlet Kedaton during the covid-19 pandemic. The results of this study indicate that the variables tangible, empathy, reliability, responsiveness, and assurance have a significant positive effect on customer satisfaction.

Keywords: Service Quality, Pawnshop, Employee Performance, Satisfaction, Customer