ABSTRACT
PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN
PELANGGAN PADA DOME FUTSAL DI BANDAR LAMPUNG
by:
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Business development services sector is showing improvement and excellent progress. Businesses that formerly synonymous with tangible goods, now more developed in the services that provide huge profit potential if developed properly. A wide variety of service businesses that now has the opportunity to develop business include financial services, insurance services, security services, transportrasi services, and rental services. The research problems are: Competition futsal rental service business and reduction in the number of customers who book rental services Futsal Dome field in Bandar Lampung. The problem in this research is: What service quality on customer satisfaction Dome Futsal in Bandar Lampung. The purpose of this study was to determine the effect of service quality on customer satisfaction Dome Futsal in Bandar Lampung.

This type of research in this thesis is a descriptive study. Independent variables of this research is the quality of service (X) is Reability (X1), Responsiveness (X2), Assurance (X3), Empathy (X4) Tangibles (X5). While the dependent variable is customer satisfaction (Y). Validity test conducted by the formula Product Moment. Test Reliability done with Cronbach alpha formula. To determine the effect on service quality and customer satisfaction, used statistical analysis using multiple linear regression formula with t test and F test.

The results showed by the results of the t test showed variable Rellitability have t value of 2.987> 1.984 t table, So Ho is rejected and Ha accepted .. Responsievness variable has a value of 3.592 t> t table 1.984, So Ho is rejected and Ha accepted . Assurance variable has a t value of 2.588> 1.984 t table, So Ho is rejected and Ha accepted. Empathy has a variable t value of 2.819> 1.984 t table, So Ho is rejected and Ha accepted. Tangibles variable has a t value of 3.021> 1.984 t table, So Ho is rejected and Ha accepted .. regression test results together (Test F) shows the calculated F value is greater than the value of F table (22.510> 2.31) then Ho is rejected and Ha accepted, print out the significance value turns alpha specified below 5%, with R^2 = 0.532 or 53.2% variable X (service quality) affects variable Y (customer satisfaction). then statistically that the overall effect on the variable kuallitas Services Customer Satisfaction Dome Futsal in Bandar Lampung.

Keywords: Service Quality, Customer Satisfaction