

## ABSTRAK

### PENGARUH KUALITAS PELAYANAN TERHADAP KEPUTUSAN PELANGGAN RAMSES STUDIO DI BANDAR LAMPUNG

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Kualitas layanan pelanggan berdampak kepada keputusan pelanggan, dan keputusan pelanggan akan berpengaruh kepada loyalitas pelanggan. Salah satu usaha yang menyemarakkan persaingan bidang fotografi dengan konsep anak muda di Bandar Lampung adalah Ramses Studio yang juga bergerak dibidang jasa fotografi. Pihak Manajemen Studio harus selalu memperhatikan aspek-aspek yang dapat mempengaruhi perilaku konsumen untuk menggunakan jasa foto yaitu berupa kebijaksanaan kelima kriteria penentu pelayanan jasa, yaitu *tangible*, *reliability*, *responsiveness*, *assurance*, dan *emphaty*. Permasalahannya adalah Apakah kualitas layanan berpengaruh terhadap keputusan pembelian konsumen pengunjung jasa Ramses Studio Photography Bandar Lampung. Tujuan penelitian ini adalah untuk mengetahui Apakah kualitas layanan berpengaruh terhadap keputusan pembelian konsumen pengunjung jasa Ramses Studio Photography Bandar Lampung. Berdasarkan hasil pembahasan dengan regresi berganda secara statistik keputusan pembelian konsumen pengunjung jasa Ramses Studio Photography Bandar Lampung dipengaruhi secara bersama-sama oleh variabel bebas *Tangibles* ( $X_1$ ), *Reliability* ( $X_2$ ), *Responsiviness* ( $X_3$ ), *Assurance* ( $X_4$ ) dan *Emphaty* ( $X_5$ ). Secara keseluruhan variabel bebas pelayanan mempengaruhi keputusan keputusan pelanggan dapat ditunjukkan oleh nilai koefisien determinasi  $R^2 = 0,404$  atau 40,40 % seluruh variabel bebas pelayanan mempengaruhi keputusan keputusan pelanggan dan sisanya sebesar 59,60 % dipengaruhi oleh faktor-faktor lain yang tidak diidentifikasi atau di teliti dalam penelitian ini.

**Kata Kunci: Kualitas Pelayanan, Keputusan Pelanggan, Regresi Berganda, Ramses Studio.**

## **ABSTRACT**

### **THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER DECISIONS AT RAMSES STUDIO IN BANDAR LAMPUNG**

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The quality of customer service has an impact on customer decisions, and customer decisions will affect customer loyalty. One of the businesses that has enlivened the competition in the field of photography with the concept of young people in Bandar Lampung is Ramses Studio which is also engaged in photography services. Studio Management must always pay attention to aspects that can influence consumer behavior to use photo services, namely the wisdom of the five determining criteria for service, namely tangible, reliability, responsiveness, assurance, and empathy. The problem is whether service quality influences consumer purchasing decisions for visitors to Ramses Studio Photography Bandar Lampung services. The purpose of this study was to find out whether the quality of service affects the purchasing decisions of consumers who visit Ramses Studio Photography Bandar Lampung services. Based on the results of the discussion with multiple regression statistically, consumer purchasing decisions for visitors to Ramses Studio Photography Bandar Lampung services are jointly influenced by the independent variables Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5) . Overall, the service independent variables influence customer decision decisions, which can be shown by the coefficient of determination  $R^2 = 0.404$  or 40.40%, all service independent variables influence customer decision decisions, and the remaining 59.60% are influenced by other factors not identified or examined in this research.

**Keywords: Service Quality, Customer Decisions, Multiple Regression, Ramses Studio.**