ABSTRAK

ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN

Studi Kasus Pada Restoran Taman Pringsewu Yogyakarta

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Tujuan dari penelitian ini adalah untuk menjelaskan pengaruh kualitas pelayanan terhadap kepuasan pelanggan restoran, pengaruh kualitas pelayanan terhadap kepuasan pelanggan restoran, serta aspek kualitas pelayanan yang mempunyai pengaruh paling signifikan terhadap kepuasan pelanggan pada restoran Taman Pringsewu Yogyakarta.

Pengumpulan data dilakukan dengan menggunakan metode kuesioner, observasi, dan studi pustaka. Kuesioner dibagikan kepada 100 responden. Analisis data untuk mengetahui kualitas pelayanan penyambutan, pelayanan pemberian daftar menu dan penyajian serta pelayanan pembayaran dan ucapan terima kasih digunakan analisis regresi. Untuk mengetahui kepuasan pelanggan digunakan analisis regresi berganda.

Hasil penelitian bahwa menunjukkan pelayanan penyambutan serta pelayanan pemberian daftar menu dan penyajian terhadap kepuasan pelanggan menunjukkan pengaruh yang tidak signifikan. Pelayanan pembayaran dan ucapan terima kasih menunjukkan pengaruh yang paling signifikan, sedangkan pengaruh secara bersama-sama menunjukkan pengaruh yang signifikan. Kesimpulan pengaruh kualitas pelayanan mendukung terhadap kepuasan pelanggan.

ABSTRACT

STUDY ON THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION

A Case Study On Pringsewu Garden Restaurant
Yogyakarta

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The purposes of this study were to examine the influence of consumer satisfaction in a restaurant's service quality context, customer's satisfaction towards the restaurant, and also the aspect of service quality which has the most significant effect on satisfaction of customer of Pringsewu Garden Restaurant, Yogyakarta.

Data collection was conducted by using questionnaire, observation, and study of literature. The questionnaire was distributed to 100 respondents. Regression analysis was used to know the service quality in terms of welcoming, giving service and table of menu, table manner, and payment service and "thank you" statement. Regression for knowing the customers' satisfaction, level analysis of multiple regression was employed.

The results of study showed that the service of welcoming and also service of giving table of menu and service to the costumer's satisfaction resulted in insignificant effects. The service of payment and "thank you" statement resulted in the most significant effect. The service elements simultaneously affected customers' satisfaction positively and significantly.