

ABSTRAK

**PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN DAN
MINAT PEMBELIAN ULANG**

Studi kasus pada minimarket 24 jam *Circle K* Seturan

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Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh yang signifikan: 1) kualitas pelayanan terhadap kepuasan konsumen, 2) kualitas pelayanan terhadap minat pembelian ulang konsumen, Penelitian ini dilaksanakan di minimarket 24 jam *Circle K* Seturan, Yogyakarta pada bulan September 2011. Jumlah sampel sebanyak 100 responden. Sampel diambil dengan *non randomnessampling* (tidak acak, non probabilitas). Teknik pengumpulan data yang digunakan adalah kuesioner.

Untuk mengetahui apakah terdapat pengaruh yang signifikan kualitas pelayanan terhadap kepuasan konsumen digunakan analisis regresi linier berganda. Sedangkan untuk mengetahui apakah terdapat pengaruh yang signifikan kualitas pelayanan terhadap minat pembelian ulang konsumen digunakan teknik analisis regresi linier sederhana. Dalam penelitian ini ditetapkan taraf signifikansi (α) 0,05.

Hasil penelitian ini menunjukkan bahwa: (1) terdapat pengaruh yang signifikan kualitas pelayanan terhadap kepuasan konsumen. Koefisien determinasi (R^2) adalah 0,454. Sedangkan nilai F hitung sebesar 15,626, lebih besar dari nilai F tabel yaitu 2,311. Karena nilai F hitung lebih besar dari nilai F tabel berarti H_0 ditolak dan H_a diterima, artinya ada pengaruh yang signifikan kualitas pelayanan terhadap kepuasan konsumen, (2) terdapat pengaruh yang signifikan kualitas pelayanan terhadap minat pembelian ulang konsumen. Dari perhitungan dihasilkan nilai R Square sebesar 0,134 yang berarti kualitas pelayanan berpengaruh positif terhadap minat pembelian ulang konsumen yaitu sebesar 13,4 %. Sedangkan sisanya ($100\% - 13,4\% = 86,6\%$) dipengaruhi oleh variabel lainnya yang tidak termasuk dalam penelitian ini. Nilai t hitung adalah sebesar 3,891 dan dari $df = 94$ diperoleh t tabel sebesar 1,984. Berarti t hitung $>$ t tabel, maka H_0 ditolak dan H_a diterima, artinya ada pengaruh yang signifikan kualitas pelayanan terhadap minat pembelian ulang konsumen.

ABSTRACT

**THE INFLUENCE OF SERVICE QUALITY TOWARDS SATISFACTION AND
INTEREST TO REPEAT PURCHASE**

A Case Study at the 24 hour minimarket Circle K Seturan

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This research aims to find out whether there are significant influences of: 1) service quality towards consumer satisfaction, 2) service quality towards interest to repeat purchase. The research of this case study was conducted in 24 hour minimarket Circle K Seturan in September 2011. The participants of this research were 100 people. The participants were chosen by applying non random sampling method. The data were collected by using questionnaires.

To find out whether there are significant influences of service quality towards consumer satisfaction, the researcher used double linear regression analysis, whereas to find out whether there are significant influences of service quality towards interest to repeat purchase, simple linear regression analysis technique was used. This research uses 0,05 significance (α).

Research findings shows that: (1) there was significant influence of service quality towards consumer satisfaction. Coefficient determination (R^2) was 0,454. While the value of F count was 15,626, greater than the value of F table 2,311. Because the F count was greater than F table, it means H_0 was rejected and H_a was accepted, meaning that there was a significant influence of service quality towards consumer satisfaction, (2) there was significant influence of service quality towards interest to repeat purchase. Resulting from the calculation value of R Square was 0,134 meaning that service quality had a positive effect on interest to repeat purchase, that was equal to 13,4 %. While the rest $100\% - 13,4\% = 86,6\%$ was influenced by other variables which were not included in this research. t count value was equal to 3,891 and from $df = 94$ obtained t table by 1,984. It means $t \text{ count} > t \text{ table}$, then H_0 was rejected and H_a was accepted, meaning that there was a significant influence of service quality towards interest to repeat purchase.