

ABSTRAK

**ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP
KEPUASAN KONSUMEN**

Studi Kasus pada Coklat, Cake and Cafeshop di Yogyakarta

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2012

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan yang terdiri dari *Tangibles*, *Reliability*, *Responsiveness*, *Assurance* serta *Empathy* terhadap kepuasan konsumen baik secara simultan dan parsial serta untuk mengetahui manakah variabel yang paling dominan berpengaruh terhadap kepuasan konsumen. Jenis penelitian ini adalah studi kasus. Populasi dalam penelitian ini adalah semua konsumen Coklat, Cake and Cafeshop di Yogyakarta. Teknik pengambilan sampel menggunakan teknik *Purposive Sampling*. Penelitian ini menggunakan sampel sebanyak 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah Analisis Regresi Linear Berganda, uji asumsi klasik, uji F dan uji t. Hasil ini menunjukkan bahwa ada pengaruh secara signifikan antara *Tangibles*, *Reliability*, *Responsiveness*, *Assurance* serta *Empathy* secara simultan atau bersama-sama terhadap kepuasan konsumen. Namun setelah diuji secara parsial hasil ini menunjukkan bahwa hanya *Tangibles* yang berpengaruh secara signifikan terhadap kepuasan konsumen, serta paling dominan berpengaruh terhadap kepuasan konsumen, sedangkan *Reliability*, *Responsiveness*, *Assurance* serta *Empathy* secara parsial tidak berpengaruh secara signifikan terhadap kepuasan konsumen.

ABSTRACT
AN ANALYSIS ON THE IMPACT OF SERVICE QUALITY
TOWARDS THE CONSUMERS' SATISFACTION

A Case Study at Coklat, Cake, and Cafeshop in Yogyakarta

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The research was carried out in the purpose of identifying the impact of service quality consisting of *Tangibles*, *Reliability*, *Responsiveness*, *Assurance* and *Empathy* towards the satisfaction of the consumers both simultaneously and partially, as well as identifying the most influential variable relating to the consumers satisfaction. The research was a case study with a population consisting of all those who were the consumers of Coklat, Cake, and Cafeshop in Yogyakarta. The sampling technique was the *Purposive Sampling* obtaining as many as 100 respondents. The data analyzing techniques which were applied were multi linear regression analysis, classical assumption test, F-test and t-test. The result showed that, simultaneously there was significant influence of service quality towards consumers' satisfaction. Nevertheless, after being tested partially, the result showed that only the tangibles did significantly and dominantly influence the satisfaction of the consumers, while *Reliability*, *Responsiveness*, *Assurance* and *Empathy*, did not significantly influence the satisfaction of the consumers.