

ABSTRAK

**PENGARUH *PEOPLE*, *PROCESS*, DAN *PHYSICAL EVIDANCE*
TERHADAP KEPUASAN DAN LOYALITAS KONSUMEN**

(Studi Kasus pada peserta *outbound* di *Youth Spirituality Center* Salam)

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Penelitian ini bertujuan untuk mengetahui pengaruh *people*, *process*, dan *physical evidence* terhadap kepuasan dan loyalitas konsumen. Metode pengumpulan data dalam penelitian ini menggunakan metode wawancara dan metode kuesioner. Penelitian ini dilakukan di *Youth Spirituality Center* Salam Magelang. Jumlah responden yang di ambil dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan *convenience sampling*. Teknik analisis data dalam penelitian ini menggunakan analisis regresi linier berganda dan analisis regresi sederhana dengan menggunakan program SPSS 15.0. Hasil penelitian menunjukkan bahwa *people*, *process*, dan *physical evidence* berpengaruh signifikan pada kepuasan dan loyalitas konsumen. Hasil analisis koefisien determinasi (R^2) menunjukkan bahwa *people*, *process*, dan *physical evidence* berpengaruh sebesar 54,7% pada kepuasan, dan sisanya sebesar 45,3% kepuasan konsumen dipengaruhi oleh variabel lain yang tidak termasuk dalam model penelitian ini. Kepuasan konsumen memberikan pengaruh sebesar 51% pada loyalitas konsumen dan sisanya sebesar 49% loyalitas konsumen dipengaruhi oleh variabel lain yang tidak termasuk dalam model penelitian ini.

ABSTRACT

**THE INFLUENCE OF PEOPLE, PROCESS, AND PHYSICAL EVIDENCE
TOWARD THE CUSTOMER'S SATISFACTION AND LOYALTY**

(A study of outbound participants under the category of high school students in
Youth Spirituality Center, Salam, Magelang)

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The research was aimed to understand the influence of people, process, and physical evidence toward the customer's satisfaction and loyalty. The research used interview and questionnaire as the data gathering method. The research was conducted in Youth Spirituality Center, in Wisma Salam, Salam, Magelang. The number of the respondents for the research was 100 people. The research used convenience sampling method. The research used multiple linear regression and simple regression analysis as the data analysis technique by using SPSS 15.0 version. The results of the research showed that people, process, and physical evidence had a significant influence toward the customer's satisfaction and loyalty. The results of coefficient of determination (R^2) showed that people, process, and physical evidence had an influence for about 54.7% toward the customer's loyalty, and the rest 45.3% that belonged to the customer's satisfaction was influenced by the other factors that did not belong to the model of the research. The customer's satisfaction earned an influence for about 51% and the customer's loyalty earned the rest 49%; the latter was influenced by the other variables that did not belong to the research.