

ABSTRAK

PENGARUH PELAYANAN DAN *PHYSICAL EVIDENCE*

TERHADAP KEPUASAN PELANGGAN

Studi Kasus pada *Bliss Pool and Lounge* Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh pelayanan dan *physical evidence* terhadap kepuasan pelanggan di *Bliss Pool and Lounge* yang terletak di Yogyakarta. Populasi dalam penelitian ini adalah pengunjung *Bliss Pool and Lounge* yang mengambil sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *Proportional Random Sampling*. Teknik pengumpulan datanya dengan kuesioner dan studi pustaka. Analisis data menggunakan teknik analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa pelanggan puas terhadap *Bliss Pool and Lounge*. Hasil penelitian ini juga menunjukkan bahwa secara parsial yang berpengaruh positif terhadap kepuasan pelanggan adalah *physical evidence* dan secara simultan pelayanan dan *physical evidence* berpengaruh terhadap kepuasan pelanggan.

ABSTRACT
THE EFFECTS OF SERVICE AND *PHYSICAL EVIDENCE*
ON CUSTOMER SATISFACTION

Case Study in *Bliss Pool and Lounge* Yogyakarta

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The purpose of this research is to know the effects of service and *physical evidence* on customer satisfaction in *Bliss Pool and Lounge* which is located in Yogyakarta. Population on this research is the guests of *Bliss Pool and Lounge* and from this, sample were taken and mounting to 100 respondents. Sampel was obtained with *Proportional Random sampling method*. Data were collected with questionnaire and literature study. *Multiple regression analysis* were applied to collect data. The results of this research showed that the customers were satisfied with *Bliss Pool and Lounge*. The results also showed that factor partially had positive effect on customer satisfaction was *physical evidence*. Simultaneously service and *physical evidence* had effects on the customer satisfaction.

