

ABSTRAK

PENGARUH KUALITAS PELAYANAN DAN LOKASI TERHADAP KEPUASAN PELANGGAN

Studi Pada Pelanggan Power Futsal

Pekik Yudawan Pramuditya
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan mengetahui : (1) pengaruh kualitas pelayanan terhadap kepuasan pelanggan (2) pengaruh lokasi terhadap kepuasan pelanggan (3) pengaruh kualitas dan lokasi terhadap kepuasan pelanggan secara bersama. . Populasi dalam penelitian ini adalah pelanggan power futsal. Jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, uji hipotesis, analisis regresi linier

Hasil penelitian menunjukkan bahwa : (1) Kualitas pelayanan berpengaruh terhadap kepuasan pelanggan. (2) Lokasi berpengaruh terhadap kepuasan pelanggan. (3) Kualitas pelayanan dan lokasi berpengaruh secara bersama terhadap kepuasan pelanggan.

Kata Kunci: Kualitas Pelayanan, Lokasi, Kepuasan Pelanggan

ABSTRACT

**THE INFLUENCE OF SERVICE QUALITY AND LOCATION ON
CUSTOMER SATISFACTION**

A Study on Customers of Power Futsal

Pekik Yudawan Pramuditya
Universitas Sanata Dharma
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The purpose of this study was to determine (1) the influence of service quality on customer satisfaction, (2) the influence of location on customer satisfaction, (3) the simultaneous influence of service quality and location on customer satisfaction together. The population in this study was Customers of Power Futsal in Kulon Progo. The number of samples were 100 respondents. The sampling technique used was purposive sampling and the testing techniques were validity test and reliability test. Data were collected by distributing a questionnaire. The data analysis techniques used were descriptive analysis, clinical assumption test, hypothesis test, and linear regression analysis.

The result of the study showed that (1) service quality influenced customer satisfaction (2) location influenced customer satisfaction (3) service quality and location simultaneously customer satisfaction.

Keyword: service quality, location, customer satisfaction