

ABSTRACT

Sumber berkat store is a material store in Bandar Lampung, which provides and sells material goods to fulfill the needs of all segments of society. They also provide delivery service to satisfy their customers. Customer satisfaction is very important to Sumber Berkat's store, one of the ways to give satisfaction to the consumer by is improving the quality of service (Service Quality).

According to Zeithaml, Bitner & Gremler (2009:111) who states that Service Quality has an influence on customer satisfaction, service quality consists of reliability, responsiveness, assurance, empathy, tangibles, five factors which influence customer satisfaction. According to Kotler & Keller (2009:140) consumer satisfaction can be seen from: customers will use the service again, consumers would recommend the service to someone else, the consumer never complained.

This study is a causal descriptive with quantitative methods. This study is tested using the validity and reliability of data analysis techniques such as descriptive analysis, the percentage of the data processing, Method of Successive Interval (MSI), Regression analysis, Classic assumption test, Hypothesis Testing (Test-t and test f), the coefficient of determination.

The result shows that the independent variables have a good value at 77,6%, while the satisfaction of consumers were satisfied with the value of 76%. So the quality of service (service quality) of 0.580 strong enough influence on the customer satisfaction of customers Sumber Berkat's store Bandar Lampung.

The influence of *reliability*, *responsiveness*, *assurance*, *empathy* and *tangibles* to consumer satisfaction Sumber Berkat store in Bandar Lampung indicated by the value of $r^2 = 0.336$, which means that the *reliability*, *responsiveness*, *assurance*, *empathy* and *tangibles* variables explained 33.6% affect customer satisfaction.

Keyword : Service Quality (*reliability*, *responsiveness*, *assurance*, *empathy* and *tangibles*),
Customer Satisfaction

ABSTRAK

Toko Besi Sumber Berkat merupakan toko bahan bangunan yang hadir di kota Bandar Lampung dengan menyediakan dan menjual barang bangunan untuk memenuhi keinginan dan kebutuhan bagi semua golongan masyarakat, serta menawarkan sistem *delivery* sebagai jasa pendukung untuk memuaskan pelanggannya. Kepuasan pelanggan sangatlah penting bagi pihak Toko Besi Sumber Berkat, salah satu cara untuk memberikan kepuasan kepada pelanggan yaitu meningkatkan kualitas pelayanan (*Service Quality*).

Menurut Zeithaml, Bitner & Gremler (2009:111) yang menyatakan bahwa *Service Quality* mempunyai pengaruh terhadap kepuasan pelanggan, *service quality* terdiri dari *reliability, responsiveness, assurance, empathy, tangibles*, yang mana kelima faktor tersebut mempunyai pengaruh terhadap kepuasan pelanggan. Menurut Kotler & Keller (2009:140) pelanggan yang merasa puas dapat dilihat dari : pelanggan akan menggunakan jasa itu kembali, pelanggan akan merekomendasikan jasa tersebut ke orang lain, pelanggan tidak pernah mengeluh.

Pada penelitian ini, jenis penelitian yang digunakan adalah deskriptif kausal dengan metode kuantitatif. Penelitian ini diuji menggunakan uji validitas dan reliabilitas dengan teknik analisa data seperti analisis deskriptif, persentase hasil pengolahan data, uji asumsi klasik, *Method of Successive Interval* (MSI), analisis Regresi Linier Berganda, Uji Hipotesis (Uji-t dan Uji f), koefisien determinasi.

Hasil penelitian menunjukkan bahwa variabel independen memiliki nilai yang baik sebesar 77,6%, sementara itu kepuasan pelanggan merasa puas dengan nilai sebesar 76%. Sehingga kualitas pelayanan (*service quality*) memiliki hubungan cukup kuat sebesar 0,580 terhadap kepuasan pelanggan Toko Besi Sumber Berkat Bandar Lampung.

Pengaruh *reliability, responsiveness, assurance, empathy* dan *tangibles* terhadap kepuasan pelanggan Toko Besi Sumber Berkat Bandar Lampung ditunjukkan dengan nilai $r^2 = 0,336$ yang berarti bahwa *reliability, responsiveness, assurance, empathy* dan *tangibles* menjelaskan 33,6% mempengaruhi variabel kepuasan pelanggan.

Kata Kunci : Kualitas Pelayanan (reabilitas, responsivitas, jaminan, empati dan bukti fisik),

Kepuasan pelanggan