

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT SUMBER BARU SELF-SERVICE STORE PASURUAN

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The study aims to examine effect of service quality on customer satisfaction. The research approach is quantitative approach. The population were customers at Sumber Baru Swalayan Pasuruan store. The sample were 96 people using lemeshow equation formula with an unknown population size. Measuring tools used in data collection using a customer satisfaction scale and service quality scale. Data analysis technique using simple regression analysis. The results of simple regression analysis, Fcount value is 30.404 with significance (Sig) of 0.00 because of Sig value <0.05. So concluded that there is influence of service quality (X) on customer satisfaction (Y). which means better quality of service, the higher the level of customer satisfaction, and the lower the quality of service, the lower the level of customer satisfaction

Keywords: service quality, customer satisfaction.

INTISARI

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI TOKO SUMBER BARU SWALAYAN PASURUAN

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Penelitian guna menguji tentang pengaruh kualitas pelayanan terhadap kepuasan pelanggan. Pendekatan yang dipakai kuantitatif. Populasi penelitian yakni para pelanggan di toko Sumber Baru Swalayan Pasuruan. Sampel sebanyak 96 orang didapatkan dari rumus persamaan *lemeshow* dengan jumlah populasi tidak diketahui. Alat ukur pengumpulan data memakai skala kepuasan pelanggan dan kualitas pelayanan. Teknik analisis data yakni regresi sederhana. Dari hasilnya nilai F Hitung 30,404 dan signifikasi (Sig) $0,00 < 0,05$. Disimpulkan adanya pengaruh kualitas pelayanan (X) dengan kepuasan pelanggan (Y). Maka semakin baik kualitas pelayanan, semakin tinggi pula tingkat kepuasan pelanggan, serta semakin rendah kualitas pelayanan, semakin rendah pula tingkat kepuasan pelanggan

.Kata Kunci: *kualitas pelayanan, kepuasan pelanggan.*