

ABSTRAK

LINDA, NIM 2018116250. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Starbucks Reserve Pakuwono. Dibawah bimbingan Ibu Kania Ratnasari, ST, MIB.

Tujuan dari penelitian ini adalah untuk mengetahui kualitas pelayanan,kepuasan konsumen dan pengaruh kualitas pelayanan terhadap kepuasan konsumen yang ada di Starbucks Reserve Pakuwono Jakarta Selatan.Penelitian dilakukan dengan menyebarkan kuesioner kepada 100 responden yang merupakan pengunjung Starbucks Reserve Pakuwono Jakarta Selatan.Analisis yang digunakan adalah deskriptif kuantitatif, regresi linier sederhana dan uji t. Hasil tanggapan responden mengenai kualitas pelayanan sudah baik dengan dimensi tertinggi yaitu Bukti fisik dan dimensi terendah yaitu kehandalan. Hasil tanggapan responden mengenai kepuasan konsumen sudah puas dengan dimensi tertinggi yaitu kesediaan merekomendasikan dan dimensi terendah yaitu kesesuaian harapan. Sementara itu, hasil penelitian menunjukkan bahwa ada pengaruh positif antara kualitas pelayanan terhadap kepuasan konsumen di Starbucks Reserve Pakuwono Jakarta Selatan.

Kata kunci: *Coffee Shop*, Kepuasan konsumen, Kualitas Pelayanan, Menejemen Pemasaran, Starbucks

ABSTRACT

LINDA, NIM 2018116250. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Starbucks Reserve Pakubuwono. *Under the guidance* of Mrs. Kania Ratnasari, ST, MIB.

The purpose of this study was to determine service quality, customer satisfaction and the effect of service quality on customer satisfaction at Starbucks Reserve Pakubuwono, South Jakarta. The research was conducted by distributing questionnaires to 100 respondents who were visitors to Starbucks Reserve Pakubuwono South Jakarta. The analysis used was descriptive, quantitative, simple linear regression and t test. The results of respondents' responses regarding service quality are good with the highest dimension being physical evidence and the lowest dimension being reliability. The results of respondents' responses regarding customer satisfaction are satisfied with the highest dimension, namely the willingness to recommend and the lowest dimension, namely the suitability of expectations. Meanwhile, the results of the study indicate that there is an effect of service quality on customer satisfaction at Starbucks Reserve Pakubuwono, South Jakarta.

Keywords: Coffee Shop, Customer Satisfaction, Marketing Management, Service Quality, Starbucks