

ABSTRAK

FIFIT JANUARI. NIM 2018116253. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen (Studi Kasus Pada Hobbit Hill Eco Village & Resto Cileungsi Bogor). Dibawah bimbingan Bapak Kasman, SE, MM.

Dalam usaha yang berhubungan dengan produk dan jasa pelayanan sekecil apapun Komplain dari konsumen harus mendapat tanggapan dari pihak manajemen. Tujuan Penelitian ini adalah : (1) Untuk mengetahui kualitas pelayanan Hobbit Hill Eco Village & Resto, (2) Untuk mengetahui Kepuasan konsumen Hobbit Hill Eco Village & Resto, (3) Untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan konsumen Hobbit Hill Eco Village & Resto. Metode Penelitian yang digunakan adalah metode Deskriptif Kuantitatif dengan Alat analisis deskriptif untuk tujuan 1 dan 2 serta alat analisis regresi linear dan uji t untuk tujuan 3. Hasil penelitian : Rata-rata tanggapan reponden yang diukur dengan skala likert untuk Kualitas pelayanan di Hobbit Hill Eco Village & Resto adalah 3,83 (masuk kedalam kriteria baik}, rata-rata tanggapan responden menyangkut kepuasan konsumen menunjukkan nilai rata-rata 3,71 (masuk dalam kriteri puas), kualitas pelayanan berpengaruh secara signifikan terhadap kepuasan konsumen Hobbit Hill Eco Village & Resto.

Kata Kunci : Pengaruh, Kualitas Pelayanan, Kepuasan Konsumen,

ABSTRACT

FIFIT JANUARI. NIM 2018116253. The Effect of Service Quality on Consumer Satisfaction (Case Study at Hobbit Hill Eco Village & Resto Cileungsi Bogor). Under the guidance of Mr. Kasman, SE, MM.

In businesses related to products and services, even the slightest complaint from consumers must receive a response from management. The aims of this study were:

(1) To determine the service quality of Hobbit Hill Eco Village & Resto, (2) To find out Hobbit Hill Eco Village & Resto customer satisfaction, (3) To determine the effect of service quality on customer satisfaction Hobbit Hill Eco Village & Resto . The research method used is a quantitative descriptive method with descriptive analysis tools for purposes 1 and 2 as well as linear regression analysis tools and t-tests for purpose 3.

The results of the study: The average response of respondents as measured by the Likert scale for service quality at Hobbit Hill Eco Village & Resto is 3.83 (enters into good criteria}, the average response of respondents regarding customer satisfaction shows an average value of 3.71 (included in the satisfaction criterion), service quality has a significant effect on customer satisfaction at Hobbit Hill Eco Village & Resto.

Keywords: Influence, Service Quality, Consumer Satisfaction,