

ABSTRAK

ASEP SODIK NIM 2019116119. Pengaruh kualitas pelayanan terhadap kepuasan pelanggan perumda air minum jaya di wilayah jakarta barat slipi palmerah. Dibawah bimbingan Peris Hamdanur, SE,MM

Suatu keluhan dan pengaduan dari pelanggan tidak heran kualitas pelayanan sering menjadi perhatian masyarakat. Adanya Keluhan dan Pengaduan Pelanggan Kepada PERUMDA Air Minum Jaya Seperti Keluhan Pelanggan Atas Ketidاكلancaran Air Mengalir, kepelanggan terutama pada musim kemarau. Penelitian ini bertujuan untuk mengetahui ada atau tidaknya pengaruh kualitas pelayanan terhadap kepuasan pelanggan PERUMDA Air Minum Jaya Di Wilayah Jakarta Barat Slipi Palmerah. Dalam penelitian ini kualitas pelayanan meliputi bukti fisik, daya tanggap, jaminan, kehandalan dan empati. Penelitian ini akan melihat pengaruh kualitas pelayanan secara simultan dan parsial terhadap kepuasan pelanggan. Jenis penelitian ini menggunakan pendekatan kuantitatif deskriptif Teknik pengumpulan data yang digunakan adalah kuesioner, wawancara, dan observasi. Metode analisis data semua data diuji kualitas data menggunakan uji analisis regresi linear sederhana dan diuji hipotesis menggunakan uji statistik. variabel kualitas pelayanan dan kepuasan pelanggan diketahui bahwa skor rerata dengan predikat, "Cukup Baik". Pada persamaan regresi sederhana dapat dijelaskan bahwa nilai koefisien regresi variabel kualitas pelayanan menyatakan bahwa nilai kepuasan pelanggan bertambah besar sehingga terdapat pengaruh yang positif. Dari pengujian hipotesis dengan uji diperoleh adanya pengaruh X terhadap Y, sehingga dapat disimpulkan bahwa H_0 diterima yang berarti terdapat pengaruh X terhadap Y. Dapat dinyatakan bahwa terdapat pengaruh kualitas pelayanan terhadap kepuasan pelanggan PERUMDA Air Minum Jaya di Wilayah Jakarta Barat Slipi Palmerah.

Kata Kunci: Kualitas Pelayanan, Kepuasan Pelanggan, Slipi Palmerah

ABSTRACT

ASEP SODIK, Student ID Number 2019116119 THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF PERUMDA Water Drinking Ja-ya in the West Jakarta Region Slipi Palmerah. Under the guidance of Peris Hamdanur, SE,MM

With complaints and complaints from customers, it is not surprising that service quality is often a concern of the public. Customer Complaints and Complaints to PERUMDA Water Drinking Jaya, such as customer complaints about non-flowing water, especially during the dry season. This study aims to determine whether or not there is an influence of service quality on customer satisfaction of PERUMDA Water Drinking Jaya in the West Jakarta Region, Slipi Palmerah. In this research, service quality includes physical evidence, responsiveness, assurance, reliability and empathy. This research will look at the simultaneous and partial influence of service quality on customer satisfaction. In this study used a descriptive quantitative approach. Data collection techniques used were questionnaires, interviews, and observation. Methods of data analysis all data were tested for data quality using a simple linear regression analysis test and tested the hypothesis using the t statistical test. The answers to the variables of service quality and customer satisfaction, it is known that the average score is, "Good enough". In the simple regression equation it can be explained that the regression coefficient value of the service quality variable states that the value of customer satisfaction increases so that there is a positive influence. From testing the hypothesis with the ttest, it is obtained that there is an effect of X on Y, so it can be concluded that H_0 is accepted, which means there is an effect of X on Y. It can be stated that there is an effect of service quality on customer satisfaction of PERUMDA Water Drinking Jaya in the West Jakarta Region, Slipi Palmerah.

Keyword: Quality Service, customer satisfaction, Slipi Palmera