Analisis Kualitas Pelayanan Ubud Traditional SPA

Terhadap Kepuasan Pelanggan

Oleh

Ni Made Fortuna Ayu Wasanti

Jurusan Teknologi Industri

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan (1) *Responsiveness* (daya tanggap), (2) *Assurance* (jaminan), (3) *Tangibles* (bukti fisik), (4) *Empathy* (empati), (5) *Reliability* (keandalan) secara parsial terhadap kepuasan pelanggan, (6) *Responsiveness* (daya tanggap), *assurance* (jaminan), *tangibles* (bukti fisik), *empathy* (empati) dan *reliability* (kehandalan) secara simultan terhadap kepuasan pelanggan Ubud Traditional SPA. Jenis dan Metode penelitian ini adalah penelitian deskriptif kuantitatif. Pengumpulan data dilakukan dengan observasi dan kuesioner. Analisis data yang digunakan adalah regresi linier berganda menggunakan program *SPSS 24*. Jumlah Sampel yang didapatkan menggunakan perhitungan Slovin sebanyak 100 responden dengan teknik *Accidental Sampling*. Dari hasil penelitian menunjukkan bahwa secara parsial (1) *Responsiveness*, (2) *Assurance*, (3) *Tangibles*, (4) *Emphaty*, (5) *Reliability* (Keandalan) berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (6) *Responsiveness* (daya tanggap), *assurance* (jaminan), *tangibles* (bukti fisik), *empathy* (empati) dan *reliability* (kehandalan) secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan Ubud Traditional SPA.

Kata-kata kunci: Kualitas Pelayanan, SPA, Kepuasan Pelanggan

Analysis of Service Quality of Ubud Traditional SPA toward Customer Satisfaction

by

Ni Made Fortuna Ayu Wasanti

Departement of Industrial Technology

ABSTRACT

This research aims to analyze the impact of service quality (1) Responsiveness, (2) Assurance, (3) Tangibles, (4) Empathy, (5) Reliability, (6) Responsivity, assurance, tangibles, empathy and reliability on customer satisfaction simultaneously. These types and methods of research are quantitative descriptive research. The number of samples obtained using the Slovin calculation of 100 respondents with the Accidental Sampling technique Data collection was done with observation and questionnaire. The data analysis used is a double linear regression using the SPSS 24 program. From the results of the research showed that partially (1) Responsiveness, (2) Assurance, (3) Tangibles, (4) Emphaty, (5) Reliability (Reliability) have a positive and significant impact on customer satisfaction, (6) Responiveness (responsiveness), assurance (assurance), tangibles (physical evidence), empathy (empathy) and reliability (reliability).

Keywords : Service Quality, SPA, Customer Satisfaction