

**PENGARUH *TANGIBLE, RELIABILITY, RESPONSIVENESS,*
ASSURANCE, DAN *EMPATHY* TERHADAP KEPUASAN PELANGGAN
DI PANAMENA *COFFEE* SINGARAJA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *tangible, reliability, responsiveness, assurance*, dan *empathy* terhadap kepuasan pelanggan, baik secara simultan dan secara parsial. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Subjek dalam penelitian ini adalah pelanggan Panamena Coffee Singaraja. Objek penelitian ini adalah *tangible, reliability, responsiveness, assurance, empathy*, dan kepuasan pelanggan. Penentuan sampel dalam penelitian ini menggunakan teknik *purposive sampling*. Jumlah sampel yang digunakan adalah 190 responden. Instrumen yang digunakan dalam pengumpulan data adalah kuesioner dan teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil dari penelitian menunjukkan (1) *tangible* berpengaruh positif dan signifikan terhadap kepuasan pelanggan di Panamena Coffee Singaraja, (2) *reliability* berpengaruh positif dan signifikan terhadap kepuasan pelanggan di Panamena Coffee Singaraja, (3) *responsiveness* berpengaruh positif dan signifikan terhadap kepuasan pelanggan di Panamena Coffee Singaraja, (4) *assurance* berpengaruh positif dan signifikan terhadap kepuasan pelanggan di Panamena Coffee Singaraja, (5) *empathy* berpengaruh positif dan signifikan terhadap kepuasan pelanggan di Panamena Coffee Singaraja, dan (6) *tangible, reliability, responsiveness, assurance*, dan *empathy* berpengaruh signifikan terhadap kepuasan pelanggan di Panamena Coffee Singaraja.

Kata kunci : *assurance, empathy, kepuasan pelanggan, reliability, responsiveness, tangible.*

***THE EFFECT OF TANGIBILITY, RELIABILITY, RESPONSIVENESS,
ASSURANCE, AND EMPATHY ON CUSTOMER SATISFACTION
AT PANAMENA COFFEE SINGARAJA***

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ABSTRACT

This study aims to examine the influence of tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction, both simultaneously and partially. The research design used in this study is quantitative causal. The subjects in this study are customers of Panamena Coffee Singaraja. The objects of this study are tangibles, reliability, responsiveness, assurance, empathy, and customer satisfaction. The sample determination in this study used purposive sampling technique. The number of samples used was 190 respondents. The instrument used in data collection was a questionnaire, and the data analysis technique used was multiple linear regression analysis. The results of the study show that (1) tangibles have a positive and significant effect on customer satisfaction at Panamena Coffee Singaraja, (2) reliability has a positive and significant effect on customer satisfaction at Panamena Coffee Singaraja, (3) responsiveness has a positive and significant effect on customer satisfaction at Panamena Coffee Singaraja, (4) assurance has a positive and significant effect on customer satisfaction at Panamena Coffee Singaraja, (5) empathy has a positive and significant effect on customer satisfaction at Panamena Coffee Singaraja, and (6) tangible, reliability, responsiveness, assurance, and empathy have a significant effect on customer satisfaction at Panamena Coffee Singaraja.

Keywords: *assurance, empathy, customer satisfaction, reliability, responsiveness, tangible.*