

PENGARUH KUALITAS PELAYANAN DAN FASILITAS TERHADAP KEPUASAN PELANGGAN PADA TRI JAY'S SALON DAN SPA DI SINGARAJA

Gede Widyastana Jaya

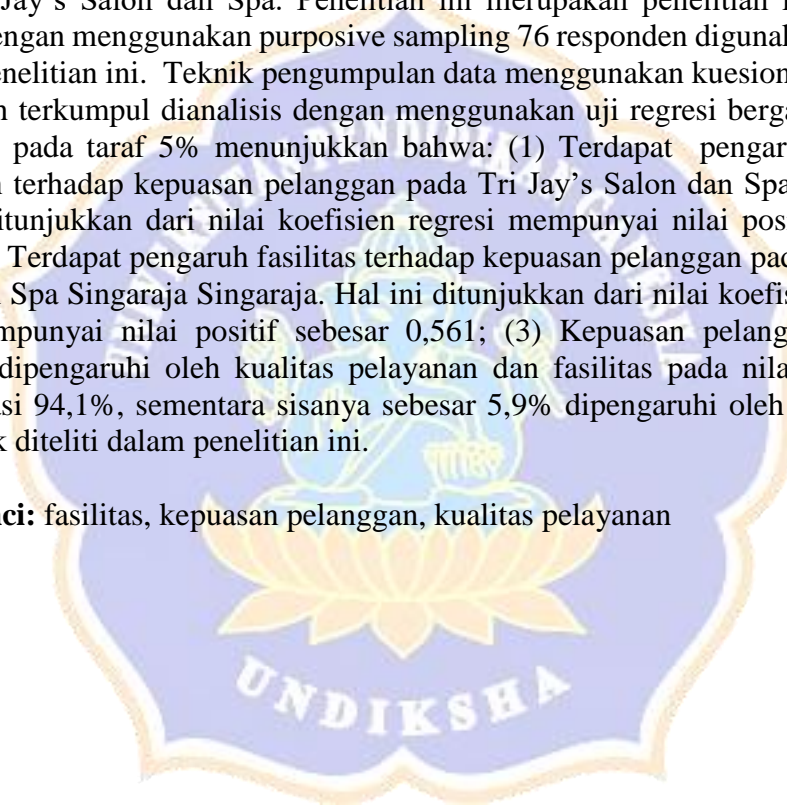
NIM 1717041166

Program Studi S1 Manajemen, Universitas Pendidikan Ganesha, Singaraja

ABSTRAK

Penelitian ini bertujuan untuk: (1) menguji pengaruh dari kualitas pelayanan terhadap kepuasan pelanggan pada Tri Jay's Salon dan Spa, (2) menguji pengaruh dari fasilitas terhadap kepuasan pelanggan pada Tri Jay's Salon dan Spa, dan (3) menguji pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan pada Tri Jay's Salon dan Spa. Penelitian ini merupakan penelitian kuantitatif, dengan menggunakan purposive sampling 76 responden digunakan sebagai sampel penelitian ini. Teknik pengumpulan data menggunakan kuesioner dan data yang telah terkumpul dianalisis dengan menggunakan uji regresi berganda. Hasil penelitian pada taraf 5% menunjukkan bahwa: (1) Terdapat pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada Tri Jay's Salon dan Spa Singaraja. Hal ini ditunjukkan dari nilai koefisien regresi mempunyai nilai positif sebesar 0,786; (2) Terdapat pengaruh fasilitas terhadap kepuasan pelanggan pada Tri Jay's Salon dan Spa Singaraja Singaraja. Hal ini ditunjukkan dari nilai koefisien regresi yang mempunyai nilai positif sebesar 0,561; (3) Kepuasan pelanggan secara simultan dipengaruhi oleh kualitas pelayanan dan fasilitas pada nilai koefisien determinasi 94,1%, sementara sisanya sebesar 5,9% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: fasilitas, kepuasan pelanggan, kualitas pelayanan



THE EFFECT OF SERVICE QUALITY AND FACILITIES TOWARDS CUSTOMER SATISFACTION AT TRI JAY'S SALON AND SPA IN SINGARAJA

Gede Widyastana Jaya
NIM 1717041166

Study Program of Management, Uversitas Pendidikan Ganesha, Singaraja

ABSTRACT

This research aimed to: (1) examine the effect of service quality on customer satisfaction at Tri Jay's Salon and Spa, (2) examine the effect of facilities on customer satisfaction at Tri Jay's Salon and Spa, and (3) examine the effect of service quality and facilities on customer satisfaction at Tri Jay's Salon and Spa. This research was a quantitative study. By using purposive sampling, 76 respondents were used as the sample of this study. The data collection technique used a questionnaire and the collected data was analyzed using multiple regression tests. The results of this study at the 5% level indicated that: (1) There was an effect of service quality on customer satisfaction at Tri Jay's Salon and Spa Singaraja. It was indicated by the value of the regression coefficient which had a positive value of 0.786; (2) There was an effect of facilities on customer satisfaction at Tri Jay's Salon and Singaraja. This was indicated by the value of the regression coefficient which had a positive value of 0.561; (3) Customer satisfaction was simultaneously influenced by the quality of services and facilities at the coefficient of determination of 94.1%, while the remaining 5.9% was affected by other factors which was not examined in this study.

Keywords: , facility, customer satisfaction cervice quality

