

ABSTRAK

Penelitian ini berjudul “Analisis Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Depot Air Minum Isi Ulang Amel”. Penelitian ini dilatarbelakangi oleh adanya penurunan jumlah penjualan dan pendapatan pada Depot Air Minum Isi Ulang Amel dalam dua tahun terakhir, yang diduga disebabkan oleh menurunnya kualitas pelayanan. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan teknik pengumpulan data berupa kuesioner, wawancara, dan studi kepustakaan. Sampel dalam penelitian ini berjumlah 100 responden yang merupakan pelanggan Depot Air Minum Isi Ulang Amel. Data yang diperoleh dianalisis menggunakan analisis regresi linear berganda dengan bantuan program SPSS versi 26.0. Hasil penelitian menunjukkan bahwa secara simultan kualitas pelayanan yang terdiri dari dimensi Keandalan, Empati, Daya Tanggap, Bukti Fisik, dan Jaminan berpengaruh positif terhadap kepuasan pelanggan. Secara parsial, dimensi Keandalan, Empati, dan Jaminan berpengaruh positif, sedangkan dimensi Daya Tanggap berpengaruh negatif terhadap kepuasan pelanggan.

Kata Kunci: Kualitas Pelayanan, Kepuasan Pelanggan, Air Minum Isi Ulang

ABSTRACT

This study is entitled “Analysis of Service Quality on Customer Satisfaction at Amel Refillable Drinking Water Depot”. This research is motivated by a decrease in the number of sales and revenue at Amel Refillable Drinking Water Depot in the last two years, which is thought to be caused by a decrease in service quality. The method used in this research is quantitative method with data collection techniques in the form of questionnaires, interviews, and literature studies. The sample in this study amounted to 100 respondents who were customers of Amel Refillable Drinking Water Depot. The data obtained was analyzed using multiple linear regression analysis with the help of the SPSS version 26.0 program. The results showed that simultaneously the quality of service consisting of the dimensions of Reliability, Empathy, Responsiveness, Physical Evidence, and Assurance had a positive effect on customer satisfaction. Partially, the dimensions of Reliability, Empathy, and Assurance have a positive effect, while the Responsiveness dimension has a negative effect on customer satisfaction.

Keywords: Service Quality, Customer Satisfaction, Refillable Drinking Water