

ABSTRAK

ARIANDI PERMANA. Analisis Kualitas Layanan Terhadap Kepuasan Pelanggan Pada Galaxy Gym, *Kabupaten Deli Serdang*. Dibimbing oleh Drs. Vinsensius Matondang, MBA dan Bilson Pandiangan, S.Si., M.M.

Penelitian ini bertujuan menganalisis dimensi kualitas layanan yakni *reliability*, *assurance*, *tangibles*, *empathy* dan *responsiveness* terhadap kepuasan pelanggan. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan bantuan survey online melalui google formulir dalam memperoleh data yang dibutuhkan. Ukuran sampel penelitian ini adalah 64 responden. Analisis regresi berganda digunakan untuk menganalisis data. Temuan mengungkapkan bahwa variabel *tangibles* dan *empathy* berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Sementara variabel *reliability* berpengaruh positif namun tidak signifikan terhadap kepuasan pelanggan. Kemudian variabel *assurance* dan *responsiveness* tidak berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Berdasarkan uji F diketahui seluruh variabel independen secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kontribusi yang diberikan kepada kepuasan pelanggan sebesar 60,2%.

Kata Kunci: *Reliability*, *Assurance*, *Tangibles*, *Empathy*, *Responsiveness*, Kepuasan Pelanggan

ABSTRACT

ARIANDI PERMANA. Analysis of Service Quality on Customer Satisfaction at Galaxy Gym, Kabupaten Deli Serdang. Supervised by Drs. Vinsensius Matondang, MBA and Bilson Pandiangan, S.Si., M.M.

This study aims to analyze the dimensions of service quality, namely reliability, assurance, tangibles, empathy and responsiveness towards customer satisfaction. This study uses a descriptive quantitative approach with the help of an online survey via google forms in obtaining the required data. The sample size of this study was 64 respondents. Multiple regression analysis was used to analyze the data. The findings revealed that the tangibles and empathy variables have a positive and significant effect on customer satisfaction. While the reliability variable has a positive but not significant effect on customer satisfaction. Then the assurance and responsiveness variables do not have a positive and significant effect on customer satisfaction. Based on the F test, it is known that all independent variables simultaneously have a positive and significant effect on customer satisfaction, the contribution given to customer satisfaction is 60,2%.

Keywords: Reliability, Assurance, Tangibles, Empathy, Responsiveness, Customer Satisfaction