

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PADA TOKO DAGING LESTARI PADA MASA PANDEMI COVID-19

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INTISARI

Maret 2020 virus corona mulai masuk dan menyebar di Indonesia. Virus corona pertama kali ditemukan di Wuhan, China sejak bulan Desember. Pandemi COVID-19 ini berdampak besar di semua aspek di Indonesia tidak terkecuali ekonomi, sosial, dan budaya. Pandemi COVID-19 menyebabkan adanya pembatasan social (*social distancing*) dan menerapkan penjarangan jarak antar individu (*physical distancing*). Adanya pembatasan sosial dan penerapan jaga jarak membuat pelaku usaha khususnya usaha toko daging harus berinovasi agar usahanya dapat bertahan saat kondisi pandemi COVID-19. Penelitian ini bertujuan untuk mengetahui pengaruh tingkat kualitas pelayanan terhadap kepuasan pelanggan di Toko Daging Lestari Yogyakarta saat pandemic covid-19. Sampel responden berjumlah 60 orang yang menjadi konsumen di Toko Daging Lestari. Pengambilan sampel penelitian menggunakan teknik *non probability sampling*, dan menggunakan metode teknik *purposive sampling method*. Analisis yang digunakan dalam penelitian meliputi beberapa uji diantaranya adalah analisis regresi linier sederhana, uji normalitas. Hasil analisis regresi linier sederhana yang diperoleh adalah variabel kualitas pelayanan berpengaruh signifikan positif ($P \leq 0,05$) terhadap kepuasan pelanggan di Toko Daging Lestari dengan $R^2 = 0,569$ yang berate bahwa 56.9 % variable kepuasan konsumen dipengaruhi oleh variabel kualitas pelayanan sedangkan 43.1% dipengaruhi oleh variabel lain yang tidak termasuk dalam model penelitian ini. Hasil uji normalitas membentuk sebuah pola yang mengikuti garis linier.

Kata kunci: pandemi, COVID-19, kualitas pelayanan, kepuasan konsumen.

THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT LESTARI MEAT SHOP DURING THE COVID-19 PANDEMIC

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ABSTRACT

In March 2020, the corona virus began to enter and spread in Indonesia. The corona virus was first discovered in Wuhan, China in December 2019. The COVID-19 pandemic had a serious effect on all aspects of Indonesia, including economic, social, and cultural. The COVID-19 pandemic caused social distancing and physical distance between individuals. The existence of social restrictions and the implementation of distance management made business actors, especially meat shop businesses, need innovation so that they can survive in COVID-19 pandemic condition. This study aimed to determine the effect of service quality level on customer satisfaction at the Lestari meat shop, Yogyakarta during the COVID-19 pandemic. The sample of respondents was 60 people who were consumers at the Lestari meat shop. Research sampling used non-probability sampling techniques, and purposive sampling methods. The analysis used in the study included several tests including a simple linear regression analysis and a normality test. The result of a simple linear regression analysis obtained was the service quality variable had a significant positive effect ($P \leq 0.05$) on customer satisfaction at the Lestari meat shop with $R^2 = 0.569$ which showed that 56.9% of the consumer satisfaction variable was influenced by the service quality variable, while 43.1% was influenced by other variables that were not included in this research model. Normality test results formed a pattern that followed a linear line.

Keywords: pandemic, COVID-19, service quality consumer satisfaction.