

Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen: Studi Kasus di Toko Raja Susu Jakarta

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INTISARI

Salah satu produk peternakan adalah susu yang berperan sebagai sumber protein hewani dan secara tidak langsung dapat menggerakkan perekonomian karena nilai tambah yang dihasilkan. Konsumsi susu termasuk susu bubuk di Indonesia masih rendah sehingga produsen berupaya meningkatkan kepuasan konsumen sesuai dengan keinginan dan kebutuhan. Kepuasan pelanggan dipengaruhi kualitas pelayanan terhadap pelanggan, dimana pelayanan yang baik dapat meningkatkan kepuasan pelanggan. Tujuan penelitian adalah menganalisis kualitas pelayanan, menganalisis tingkat kepuasan konsumen, dan menganalisis pengaruh kualitas pelayanan terhadap kepuasan konsumen di toko Raja Susu Jakarta. Lokasi penelitian yaitu Toko Raja Susu di Kedoya Utara, Kebon Jeruk, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta. Penelitian berlangsung bulan Agustus sampai September 2023. Penetapan sampel sebanyak 120 responden menggunakan metode purposive berdasar pertimbangan jumlah berkunjung minimal lebih dari 2 kali, dan jenis susu yang dibeli UHT. Penelitian ini menggunakan uji validitas dan reliabilitas pada atribut layanan konsumen dan Analisis Regresi Linear Sederhana untuk mengetahui pengaruh kualitas layanan terhadap kepuasan pelanggan. Hasil penelitian menunjukkan bahwa responden didominasi oleh perempuan (53,3%), usia lebih dari umur 35 tahun dan berkerja sebagai karyawan. Frekuensi pembelian susu minimal 3 kali/bulan, pelanggan membeli susu di Toko Raja Susu karena memiliki harga yang terjangkau dibanding toko lain. Indeks nilai kualitas pelayanan dilihat dari perhitungan three box method, Atribut kualitas pelayanan yang tertinggi yaitu jaminan. Berdasar analisis regresi linear sederhana nilai R square sebesar 81,40% dan variabel kualitas pelayanan berpengaruh nyata dan positif terhadap kepuasan pelanggan ($p < 0,05$).

(Kata kunci: Kualitas pelayanan, Reliabilitas, Validitas)

The Leverage of Service Quality on Consumer Satisfaction: Case Study at Raja Susu Store Jakarta

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ABSTRACT

One of the livestock products is milk which acts as a source of animal protein and can indirectly drive the economy because of the added value it produces. Consumption of milk, including powdered milk, in Indonesia is still low, so producers are trying to increase consumer satisfaction according to their wants and needs. Customer satisfaction is influenced by the quality of service to customers, where good service can increase customer satisfaction. The aim of the research is to analyze service quality, analyze the level of consumer satisfaction, and analyze the influence of service quality on consumer satisfaction at the Raja Susu store in Jakarta. The research location is the Raja Susu Shop in North Kedoya, Kebon Jeruk, West Jakarta City, Special Capital Region of Jakarta. The research took place from August to September 2023. The sample was determined as 120 respondents using a purposive method based on consideration of the number of visits at least more than 2 times, and the type of milk purchased by UHT. This research uses validity and reliability tests on consumer service attributes and Simple Linear Regression Analysis to determine the effect of service quality on customer satisfaction. The research results showed that the respondents were dominated by women (53.3%), aged over 35 years and working as employees. The frequency of purchasing milk is at least 3 times/month, customers buy milk at the Raja Susu Shop because it has affordable prices compared to other shops. The service quality value index is seen from the three box method calculation. The highest service quality attribute is guarantee. Based on simple linear regression analysis, the R square value is 81.40% and the service quality variable has a real and positive effect on customer satisfaction ($p < 0.05$).

(Key Words: Service quality, Reliability, Validity)