

## **INTISARI**

Penelitian ini bertujuan untuk mengetahui tentang pengaruh kualitas pelayanan terhadap kepuasan pelanggan di J.CO Donuts & Coffee Mall Malioboro Yogyakarta. Dimana variabel kualitas pelayanan yaitu Kehandalan, Daya Tanggap, Jaminan, Perhatian dan Bukti Fisik memberikan pengaruh yang baik dari setiap indikatornya kepada setiap pelanggan.

**Kata Kunci :** Kehandalan, Daya Tanggap, Jaminan, Perhatian, Bukti Fisik, Kualitas Pelayanan

## **ABSTRACT**

*This study aims to find out about the effect of service quality on customer satisfaction at J.CO Donuts & Coffee Mall Malioboro Yogyakarta. Where service quality variables, namely Reliability, Power of Attraction, Guarantee, Attention and Physical Evidence give a good influence of each indicator to each customer.*

**Keywords:** Reliability, Response, Guarantee, Attention, Physical Evidence, Customer