

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

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INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan Toko Daging Oricow terhadap kepuasan pelanggan pada masa pandemi COVID-19. Penelitian dilaksanakan dengan metode penelitian survey menggunakan kuesioner yang dibagikan melalui *link google forms*. Metode penentuan sampel penelitian menggunakan aksidental *sampling*. Sampel pada penelitian ini adalah 90 orang yang melakukan transaksi pembelian selama pandemi COVID-19. Berdasarkan hasil pengolahan data statistik dengan menggunakan teknik analisis deskriptif diperoleh kesimpulan bahwa kualitas pelayanan yang telah diberikan sudah baik. Terbukti dari 18 pertanyaan yang telah disebar lebih dari 50% responden memiliki jawaban setuju dan sangat setuju. Berdasarkan analisis regresi sederhana diperoleh hasil kualitas pelayanan berpengaruh positif secara signifikan terhadap kepuasan pelanggan dengan signifikansi 0,0001 dan dapat disimpulkan bahwa kualitas pelayanan berpengaruh signifikan secara positif terhadap kepuasan pelanggan toko daging Oricow pada masa pandemi COVID-19.

(Kata kunci: Kualitas pelayanan, kepuasan pelanggan, toko daging oricow)

**THE EFFECT OF QUALITY OF SERVICE ON CUSTOMER
SATISFACTION AT ORICOW MEAT SHOP DURING PANDEMIC
COVID-19**

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ABSTRACT

This research aimed to understand about whether the services quality had significant effect to customer satisfaction during COVID-19 pandemic in Oricow Meatshop Yogyakarta. The research was done used a survey research method with a questionnaire distributed via google form link to customers. This research used accidental sampling method. The sample in this research was 90 people who made purchase transactions during the COVID-19 pandemic. Based on the result of statistical processing data using descriptive analyzing technique, it can be concluded that the services quality of the company was good enough. It was proved from the 18 questions that have been distributed, had responds of agree and very agree above 50%. Based on simple regression analysis, the result shows that the service quality had a significant effect on customer satisfaction with a significance of 0.0001. It can be concluded that the effect of service quality on customer satisfaction at Oricow meatshop during the COVID-19 pandemic was significant.

(Key Words: Quality of service, customer satisfaction, Oricow Meatshop).