

**Pengaruh Kualitas Pelayanan terhadap Tingkat Kepuasan  
dan Loyalitas Konsumen di Toko Daging Bu Pur  
Yogyakarta di Masa Pandemi COVID-19**

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**INTISARI**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan dan loyalitas konsumen di Toko Daging Bu Pur disaat pandemi COVID 19 yang terletak di Pasar Kotagede, Yogyakarta. Data penelitian ini dikumpulkan dari 70 responden yang membeli daging minimal dua kali dalam satu bulan di Toko Daging Bu Pur. Pengambilan sampel dalam penelitian ini menggunakan teknik *non probability sampling*, dan menggunakan metode *purposive sampling method*. Analisis yang digunakan dalam penelitian ini meliputi uji validitas, uji reliabilitas, analisis regresi linier sederhana, dan pengujian hipotesis yang meliputi uji t dan koefisien determinasi ( $R^2$ ). Hasil analisis menggunakan regresi linier sederhana dapat diketahui bahwa variabel kualitas pelayanan berpengaruh signifikan positif ( $P \leq 0,05$ ) terhadap kepuasan konsumen Toko Daging Bu Pur dengan  $R^2 = 0,132$ , yang berarti bahwa 13,2% variabel kepuasan konsumen dipengaruhi oleh variabel kualitas pelayanan sedangkan 86,8% dipengaruhi oleh variabel lain yang tidak masuk dalam model penelitian ini. Kedua, variabel kepuasan konsumen berpengaruh signifikan positif ( $P \leq 0,05$ ) terhadap loyalitas konsumen Toko Daging Bu Pur, dengan  $R^2 = 0,071$ , yang berarti bahwa pengaruh kepuasan konsumen terhadap loyalitas konsumen sebesar 7,1%, sedangkan 92,9% dijelaskan oleh variabel lain yang tidak masuk dalam model penelitian ini.

Kata kunci: kualitas pelayanan, kepuasan konsumen, loyalitas konsumen.

**The Effect of Service Quality on Satisfaction Levels  
and Consumer Loyalty at Bu Pur's Meat Shop Yogyakarta during the  
COVID-19 Pandemic**

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**ABSTRACT**

This study aimed to determine the effect of service quality on customer satisfaction and loyalty at Bu Pur's Meat Shop during the COVID 19 pandemic which is located in Kotagede Local Market, Yogyakarta. The research data was collected from 70 respondents who bought meat at least twice a month at Bu Pur's Meat Shop. This study used a non-probability sampling technique and purposive sampling method. The analysis used in this research includes validity test, reliability test, simple linear regression analysis, and hypothesis testing which includes the t-test and the coefficient of determination ( $R^2$ ). The results of the simple linear regression analysis showed that the service quality had a significant positive effect ( $P \leq 0.05$ ) on consumer satisfaction at Bu Pur's Meat Shop with  $R^2 = 0.132$ , meaning that 13.2% of the customer satisfaction variable was influenced by the service quality variable, while 86.8% was influenced by other variables not included in this research model. Also, the customer satisfaction variable had a significant positive effect ( $P \leq 0.05$ ) towards consumer loyalty Bu Pur Meat Shop, with  $R^2 = 0.071$ , meaning that the effect of customer satisfaction on customer loyalty was 7.1%, while 92.9% was affected by other variables which were not included in this research model.

Keywords: service quality, customer satisfaction, customer loyalty.