

Pengaruh Kualitas Pelayanan Toko Daging Jagal Halal Terhadap Kepuasan Pelanggan di Masa Pandemi Covid 19

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INTISARI

Penelitian ini bertujuan untuk mendeskripsikan kualitas pelayanan toko daging Jagal Halal, mendeskripsikan kepuasan konsumen terhadap toko daging Jagal Halal dan menganalisis pengaruh kualitas pelayanan terhadap kepuasan konsumen toko daging Jagal Halal pada saat masa pandemi Covid-19. Lokasi di Toko Daging Jagal Halal Kabupaten Sleman. Sampel yang digunakan sebanyak 47 responden. Pengambilan sampel dilakukan dengan menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Untuk mengetahui kepuasan dan loyalitas konsumen digunakan uji validitas dan reliabilitas dengan skala Likert, sedangkan pengaruh kualitas pelayanan terhadap kepuasan konsumen toko daging Jagal Halal digunakan analisis regresi linear sederhana. Hasil penelitian menunjukkan bahwa rata-rata indeks nilai kualitas pelayanan di toko daging Jagal Halal sebesar 4,12 masuk dalam kategori tinggi artinya kualitas pelayanan toko daging Jagal Halal sesuai dengan harapan konsumen. Indeks nilai kepuasan pelanggan sebesar 4,07 masuk dalam kategori tinggi artinya konsumen puas berbelanja di toko daging Jagal Halal. Variabel kualitas pelayanan berpengaruh positif dan sangat nyata terhadap kepuasan pelanggan toko daging Jagal Halal ($P \leq 0,01$).

Kata kunci : kepuasan pelanggan, kualitas pelayanan, toko daging Jagal Halal

The Influence of Jagal Halal Meat Shop's Service Quality on Customer Satisfactions during the Pandemic of Covid 19

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ABSTRACT

This study aims to describe the service quality of the Jagal Halal meat shop, describe consumer satisfaction with the Jagal Halal shop and analyze the effect of service quality on customer satisfaction at the Jagal Halal Jagal shop during the Covid-19 pandemic. The location is at the Jagal Halal Shop, Sleman Regency. The sample used was 47 respondents. Sampling was done using non-probability sampling technique with purposive sampling method. To determine customer satisfaction and loyalty, validity and reliability tests with a Likert scale were used, while the effect of service quality on customer satisfaction at Jagal Halal's shop used simple linear regression analysis. The results showed that the average index value of the service quality at the Jagal Halal shop was 4.12, which was included in the high category, meaning that the service quality of the Jagal Halal shop was in line with consumer expectations. The customer satisfaction index value of 4.07 is included in the high category, meaning that consumers are satisfied with shopping at the Jagal Halal shop. The service quality variable has a positive and very significant effect on customer satisfaction at Jagal Halal's Jagal shop ($P \leq 0.01$).

Keywords: customer satisfaction, Jagal Halal shop, service quality