



UNIVERSITAS
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**PENGARUH KUALITAS PELAYANAN TERHADAP TINGKAT KEPUASAN DAN LOYALITAS
KONSUMEN DI GOLD FOOD INDONESIA
DI MASA PANDEMI COVID-19**

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14/362472/PT/06640

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan dan loyalitas konsumen di Gold Food di saat pandemi COVID 19 yang terletak di Jalan Imogiri Barat Km 5, Sewon, Bantul, Yogyakarta. Data penelitian ini dikumpulkan dari 70 responden yang membeli daging minimal dua kali dalam satu bulan di Gold Food. 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 Gold Food dengan $R^2 = 0,192$, yang berarti bahwa 19,2% variabel kepuasan konsumen dipengaruhi oleh variabel kualitas pelayanan sedangkan 80,8% 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 Gold Food, dengan $R^2 = 0,305$, yang berarti bahwa pengaruh kepuasan konsumen terhadap loyalitas konsumen sebesar 30,5%, sedangkan 69,5% dijelaskan oleh variabel lain yang tidak masuk dalam model penelitian ini.

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



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**THE INFLUENCE OF GOLD FOOD INDONESIA MEAT SHOP'S SERVICE
QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY DURING
THE PANDEMIC OF COVID-19**

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ABSTRACT

This study aimed to determine the effect of service quality on customer satisfaction and loyalty at Gold Food's Meat Shop during the COVID 19 pandemic which is located in West Imogiri Street, Bantul, Yogyakarta. The research data was collected from 70 respondents who bought meat at least twice a month at Gold Food'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 Gold Food's Meat Shop with $R^2 = 0.192$, meaning that 19.2% of the customer satisfaction variable was influenced by the service quality variable, while 80.8% 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 Gold Food's Meat Shop, with $R^2 = 0.305$, meaning that the effect of customer satisfaction on customer loyalty was 30.5%, while 69.5% was affected by other variables which were not included in this research model.

Keywords: service quality, customer satisfaction, customer loyalty.