

**PENGARUH KUALITAS PELAYANAN (SERVICE QUALITY)
TERHADAP KEPUASAN PELANGGAN
PT UNILAB PERDANA JAKARTA**

SKRIPSI

Program Studi : EKONOMI MANAJEMEN



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**FAKULTAS EKONOMI
UNIVERSITAS SATYA NEGARA INDONESIA
JAKARTA**

2019

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SKRIPSI

**Diajukan Sebagai Salah Satu Syarat Untuk Memperoleh Gelar
SARJANA EKONOMI Program
Studi Manajemen - Strata 1**



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui : 1) Pengaruh tangible terhadap kepuasan pelanggan, 2) Pengaruh reliability terhadap kepuasan pelanggan, 3) Pengaruh responsiveness terhadap kepuasan pelanggan, 4) Pengaruh assurance terhadap kepuasan pelanggan, 5) Pengaruh empathy terhadap kepuasan pelanggan, 6) pengaruh tangible, reliability, responsiveness, assurance, & empathy terhadap kepuasan pelanggan PT. Unilab Perdana.

Penelitian ini merupakan penelitian survey. Populasi pada penelitian ini adalah seluruh pelanggan yang sudah menggunakan PT. Unilab Perdana. Pengambilan sampel menggunakan rumus Slovin dengan teknik non probability sampling sebanyak 87 responden. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitas. Teknik analisis data yang digunakan adalah regresi linear berganda.

Hasil penelitian menunjukkan bahwa: 1) Tangible berpengaruh positif terhadap kepuasan pelanggan, 2) Reliability berpengaruh negatif terhadap kepuasan pelanggan, 3) Responsiveness berpengaruh positif terhadap kepuasan pelanggan, 4) Assurance berpengaruh negatif terhadap kepuasan pelanggan, 5) Empathy berpengaruh negatif terhadap kepuasan pelanggan.

Kata kunci : tangible, reliability, responsiveness, assurance, empathy, kepuasan pelanggan

ABSTRACT

The research aims is to understand : 1) the influence of tangible toward to customer satisfaction, 2) the influence of reliability toward to customer satisfaction, 3) the influence of responsiveness toward to customer satisfaction, 4) the influence of assurance toward to customer satisfaction, 5) the influence of empathy toward to customer satisfaction, 6) the influence of tangible, reliability, responsiveness, assurance & empathy toward to Customer satisfaction at PT. Unilab Perdana.

Th research is done by conducting survey. The population of this research are consumers who have used it PT. Unilab Perdana. The sampling method done by non probability sampling technique with the sample of 87 pepole. The data collect method obtained by questionnaires which validity and reliability has been tested. Multiple regression are applied to answer by hypothesis as the analysis method.

The result of this research indiate that; 1) there is influence of tangible has a positive on customer satisfaction, 2) there is influence of reliability has a negative on customer satisfaction, 3) there is influene of responsiveness has a positive on customer satisfaction, 4) there is influence of assurance has a negative on customer satisfaction, 5) there is influence of empathy negative has a on customer satisfaction.

Keyword : tangible, reliability, responsiveness, assurance, empathy, customer satisfaction