

# **Analisis Kepuasan Pelanggan Terhadap Kualitas Pelayanan Jasa dan Perancangan Ulang Fasilitas Pada SUPER SHOOT FUTSAL CLUB**

## **ABSTRAK**

Skripsi ini membahas bagaimana kepuasan pelanggan atas kualitas pelayanan jasa dan fasilitas yang terdapat pada Super Shoot Futsal Club. Data diperoleh melalui survey dengan menyebarkan kuesioner tertutup kepada 100 responden random/pelanggan yang sedang berada didalam kawasan Super Shoot Futsal Club. Teknik pengambilan sampel yang digunakan adalah accidental sampling.

Dalam skripsi ini, penulis menggunakan pendekatan terhadap masalah penelitian dengan metode analisis validitas data dan analisis reliabilitas data, yang mana data selanjutnya akan diolah menggunakan Quality Function Deployment (QFD) dengan menggunakan salah satu alat QFD yaitu House Of Quality (HOQ) untuk menjelaskan hubungan antara kepuasan pelanggan atas kualitas pelayanan jasa.

Hasil penelitian menunjukkan bahwa rata-rata kepuasan pelanggan berdasarkan dimensi kualitas *reliability*, *responsiveness*, *assurance*, *tangible*, *empathy* memiliki nilai kepuasan yang positif terhadap kualitas pelayanan jasa dan fasilitas. Sehingga pelayanan jasa yang diberikan sesuai dengan keinginan dan harapan pelanggan yang diberikan Super Shoot Futsal Club.

Kata Kunci : kepuasan pelanggan, kualitas pelayanan jasa, HOQ.

***The Analysis of Customer Satisfaction on the Quality of Services and The Preview  
of Design Facility In SUPER FUTSAL CLUB SHOOT***

***ABSTRACT***

*This thesis discusses how customer satisfaction on the quality of services and facilities contained on the Super Shoot Futsal Club. The data obtained through the survey by distributing questionnaires to 100 respondents randomly enclosed / customer who was in the Super Shoot Futsal Club. The sampling technique used was accidental sampling.*

*In this paper, the authors use this approach to study the validity of the data and methods of analysis of data reliability analysis, where the data will then be processed using the Quality Function Deployment (QFD) by using one of QFD tool that is House Of Quality (HOQ) to explain the relationship between customer satisfaction on quality of service.*

*The results of research showed that the average customer satisfaction based on quality dimensions of reliability, responsiveness, assurance, tangible, empathy has a positive value of satisfaction on the quality of services and facilities. So that services are provided in accordance with the wishes and expectations of customers those given by the Super Shoot Futsal Club.*

*Keywords: customer satisfaction, quality of service, HOQ.*