

## **ABSTRACT**

*This research aims to clarify the influence of Quality of Service towards consumer satisfaction in “Lembaga Bimbingan Belajar Ganesha Operation Branch Yusuf Martadilaga Serang”. The measurement of the dimensions of quality in this study using five dimensions of Service Quality of the dimensions of the Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Research instrument used was a questionnaire distributed to 174 people who was a student of “Lembaga Bimbingan Belajar Ganesha Operation Branch Yusuf Martadilaga Serang”. The taking of the sample using the method of Non-Probability Sampling with purposive sampling approach. Analyzed using the multiple regression analysis to see the dimensions of the quality of services that have an impact on consumer satisfaction in “Lembaga Bimbingan Belajar Ganesha Operation Branch Yusuf Martadilaga Serang”. The results of this research show the fifth dimension is the simultaneous effect on Consumer Satisfaction but only partial dimensions Tangibles and Assurance that influence significantly while the dimension of Reliability, Responsiveness, and Empathy has no effect against Consumer Satisfaction in “Lembaga Bimbingan Belajar Ganesha Operation Branch Yusuf Martadilaga Serang”*

*Keyword: Service Quality, Tangible, Empathy, Reliability, Responsiveness, Assurance, Customer Satisfaction.*

## ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh kualitas Pelayanan terhadap kepuasan Pelanggan di Lembaga Bimbingan Belajar Ganesha Operation Cabang Yusuf Martadilaga Serang. Pengukuran dimensi kualitas dalam penelitian ini menggunakan lima dimensi kualitas layanan yang terdiri atas dimensi *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy*. Instrumen penelitian yang digunakan adalah kuesioner yang disebarakan kepada 174 orang yang merupakan siswa dari Lembaga Bimbingan Belajar Ganesha Operation Cabang Yusuf Martadilaga Serang. Pengambilan sample menggunakan tehnik *Non-Probability Sampling* dengan pendekatan *Purposive Sampling*. Analisis menggunakan analisis regresi berganda. Hasil dari penelitian ini menunjukkan kelima dimensi kepuasan Pelanggan simultan berpengaruh terhadap kepuasan Pelanggan namun secara parsial hanya dimensi *Tangible* dan *Assurance* yang berpengaruh signifikan terhadap kepuasan Sedangkan dimensi *Reliability*, *Responsiveness*, dan *Empathy* tidak berpengaruh terhadap kepuasan Pelanggan di Lembaga Bimbingan Belajar Ganesha Operation Cabang Yusuf Martadilaga Serang.

Kata kunci: kualitas layanan, *Tangible*, *Empathy*, *Reliability*, *Responsiveness*, *Assurance*, kepuasan Pelanggan

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