

ABSTRACT

Effect of Quality of Service to Customer Satisfaction at Singapore International School – Pantai Indah Kapuk

The research purposes are to solve the problems about what is the service factor (tangible, responsiveness, reability, assurance and empathy) given by the Singapore International School - Pantai Indah Kapuk effect on customer satisfaction and among the variable factors which include services (tangible, responsiveness, reability, assurance and empathy), what variables most influence on consumer satisfaction Singapore International School - Pantai Indah Kapuk.

This type of research is survey research. Once survey results collected, the survey tested the validity and realibility. Then processed by linear regression analysis method.

From the experiments, we can see that the five variables studied were tangible , responsiveness, realiability, assurance, and emphaty jointly have a significant of consumer satisfaction in the Singapore International School - Pantai Indah Kapuk.

Based on the test results were also seen the value of regression coefficient obtained means tangible variables have a significant effect predominantly to consumer satisfaction at the Singapore International School - Pantai Indah Kapuk.

Keywords: Quality, Service, Satisfaction.

Abstrak

Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen di Singapore International School – Pantai Indah Kapuk

Penelitian ini bertujuan untuk menganalisa apakah faktor pelayanan (*tangible, responsiveness, reability, assurance dan empathy*) yang diberikan oleh Singapore International School – PIK berpengaruh terhadap kepuasan konsumen dan untuk mengetahui di antara variabel faktor pelayanan yang meliputi (*tangible, responsiveness, reability, assurance dan empathy*), dan variabel apa yang paling besar pengaruhnya terhadap kepuasan konsumen Singapore International School – PIK.

Jenis penelitian yang digunakan adalah penelitian survei. Data didapat lewat kuesioner. Hasil survei diuji validitas dan realibilitynya dan diolah dengan metode analisis regresi linear berganda.

Dari hasil pengujian diperoleh bahwa ke lima variabel yang diteliti yaitu *tangible, responsiveness, reliability, assurance, dan empathy* secara bersama-sama berpengaruh signifikan terhadap kepuasan konsumen di Singapore International School – Pantai Indah Kapuk.

Berdasarkan hasil pengujian juga terlihat bahwa variabel *tangible* berpengaruh signifikan secara dominan terhadap kepuasan konsumen di Singapore International School – Pantai Indah Kapuk.

Kata Kunci: Kualitas, Pelayanan, Kepuasan.