

## ABSTRAK

Kepuasan pelanggan telah menjadi konsep sentral dalam wacana bisnis dan manajemen. Pelanggan umumnya mengharapkan produk berupa barang atau jasa yang dia konsumsi dapat diterima dan dinikmatinya dengan pelayanan yang baik dan memuaskan. Penelitian ini bertujuan untuk menganalisa pengaruh kualitas pelayanan terhadap kepuasan pelanggan PT. ABC dengan metode *Service Quality (SERVQUAL)* dan *Customer Satisfaction Index (CSI)*. Teknik penarikan sampel dilakukan dengan *non-probability sampling* dengan prosedur *quota sampling* (sample kuota) sebanyak 70 orang. Pengambilan data dilakukan dengan kuesioner, wawancara dan observasi pada tanggal 4 – 27 April 2018. Analisa data dilakukan dengan uji validitas, reliabilitas, analisa regresi linear berganda, uji F dan uji T serta analisa *Customer Satisfaction Index*.

Dari hasil analisa, didapatkan bahwa variabel kualitas pelayanan berpengaruh terhadap kepuasan pelanggan. Variabel kehandalan memiliki pengaruh yang signifikan terhadap kepuasan pelanggan. Hasil analisa nilai CSI didapatkan sebesar 85,89%. Berdasarkan kriteria penilaian CSI, secara keseluruhan pelanggan sangat puas terhadap kinerja pelayanan yang diberikan oleh PT. ABC.

Kata kunci: Kepuasan pelanggan, *SERVQUAL*, *Customer Satisfaction Index*.

## **ABSTRACT**

*Customer satisfaction has become a central concept in business and management discourse. Customers generally expect goods or services that he consume acceptable and enjoyed with good and satisfactory service. The purpose of this research is to analyze the effect of service quality to PT. ABC customer satisfaction with Service Quality (SERVQUAL) and Customer Satisfaction Index (CSI) methods. Sampling technique was done with non-probability sampling with quota sampling procedure (sample quota) consist of 70 respondents. The data were collected with questionnaire, interview and observation on April 4-27<sup>th</sup>, 2018. All data were analyzed with validity test, reliability test, multiple linear regression analysis, F-test and T-test and Customer Satisfaction Index analysis.*

*Instrument analysis results, indicate that service quality variables affected to the customer satisfaction. Reliability variable has a significant influence on customer satisfaction. The result CSI analysis is 85,89%. Based on valuation of customer satisfaction index, overall, PT. ABC customers is very satisfied with the service performance provided by PT. ABC.*

*Keywords: customer satisfaction, Servqual, Customer Satisfaction Index*