

ABSTRAK

Persaingan usaha di bidang penjualan bahan bangunan yang semakin kompetitif menuntut perusahaan untuk terus meningkatkan kualitas layanan serta menjaga ketersediaan barang agar mampu memenuhi kebutuhan dan harapan pelanggan. Upaya tersebut diharapkan dapat menciptakan kepuasan pelanggan sebagai salah satu faktor penting dalam mempertahankan daya saing perusahaan. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan dan ketersediaan barang terhadap kepuasan pelanggan pada UD Istana Keramik Kabupaten Bangkalan. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi penelitian berjumlah 1.050 pelanggan, sedangkan sampel sebanyak 100 responden ditentukan menggunakan rumus Slovin dengan teknik probability sampling melalui metode simple random sampling. Data penelitian dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert, kemudian dianalisis dengan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa kualitas layanan dan ketersediaan barang masing-masing memberikan pengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, kedua variabel tersebut mampu menjelaskan sebagian besar variasi kepuasan pelanggan, sementara sisanya dipengaruhi oleh faktor lain yang tidak dikaji dalam penelitian ini. Berdasarkan hasil tersebut, dapat disimpulkan bahwa peningkatan kualitas layanan dan ketersediaan barang berperan penting dalam meningkatkan kepuasan pelanggan di UD Istana Keramik Kabupaten Bangkalan.

Kata Kunci: Kualitas Layanan, Ketersediaan Barang, Kepuasan Pelanggan.

ABSTRACT

The increasingly competitive business environment in the building materials sales sector requires companies to continuously improve service quality and ensure product availability in order to meet customer needs and expectations. These efforts are expected to foster customer satisfaction, which is a key factor in maintaining the company's competitiveness. This study aims to analyze the influence of service quality and product availability on customer satisfaction at UD Istana Keramik in Bangkalan Regency. The study employs a quantitative approach using an associative research design. The study population consists of 1,050 customers, while a sample of 100 respondents was determined using the Slovin formula with probability sampling via simple random sampling. Research data were collected through the distribution of questionnaires using a Likert scale and were subsequently analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, and the coefficient of determination. The results of the study indicate that service quality and product availability each have a positive and significant effect on customer satisfaction. Furthermore, these two variables account for most of the variation in customer satisfaction, while the remainder is influenced by other factors not examined in this study. Based on these results, it can be concluded that improving service quality and product availability plays a crucial role in enhancing customer satisfaction at UD Istana Keramik in Bangkalan Regency.

Keywords: *Service Quality, Product Availability, Customer Satisfaction.*