

ABSTRAK

Vania Novianti Sahid, Pengaruh Dineserv Quality terhadap Kepuasan Pelanggan Bima n Zain Cafe Di Kabupaten Bangkalan. Di bawah bimbingan: Dr. Drs. Ec. H. Muh. Syarif, M.Si.

Tujuan penelitian ini untuk mengetahui pengaruh Tangible, Reliability, Responsiveness, Assurance, dan Emphaty terhadap kepuasan pelanggan Bima n Zain Cafe di Kabupaten Bangkalan. Dengan mengukur kualitas layanan menggunakan indikator Dineserv yang berdasarkan 5 dimensi kualitas layanan. Penelitian ini dilakukan dengan metode kuantitatif, teknik pengambilan sampel yang digunakan yaitu non probability sampling dengan metode purposive sampling sebagai penentuan sampel, sampel pada penelitian ini sebanyak 100 responden, dan populasi dalam penelitian ini yaitu pelanggan Bima n Zain Cafe di Kabupaten Bangkalan yang pernah berkunjung dan melakukan pembelian di Bima n Zain Cafe.

Hasil dari penelitian ini menunjukkan bahwa variabel Tangible tidak berpengaruh positif dan tidak signifikan terhadap kepuasan pelanggan, Variabel Reliability dan Responsiveness berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Sedangkan Assurance dan Emphaty berpengaruh positif tetapi tidak signifikan terhadap kepuasan pelanggan. Akan tetapi secara bersama-sama berpengaruh positif dan signifikan terhadap kepuasan pelanggan Bima n Zain di Kabupaten Bangkalan.

Kata Kunci: Dineserv Quality, Tangible, Reliability, Responsiveness, Assurance, Emphaty, dan Kepuasan Pelanggan

ABSTRACT

Vania Novianti Sahid, The Effect Of Dineserv Quality On Bima n Zain Cafe's Customers Satisfaction in Bangkalan District. Under the guidance of Dr. Drs. Ec. H. Muh. Syarif, M.Si.

The purpose of this study was to determine the effect of Tangible, Reliability, Responsiveness, Assurance, and Emphaty on Customer satisfaction at Bima n Zain Cafe in Bangkalan Regency. By measuring service quality using Dineserv indicators based on 5 dimensions of service quality. This research was conducted with quantitative methods, the sampling technique used is nonprobability sampling with purposive sampling method as sample determination. The sample of this research was 100 respondents, and the population in this research are Bima n Zain Cafe's customers who have visited and made some purchase at Bima n Zain Cafe.

The results of this study indicate that the Tangible variable has no positive and insignificant effect on customer satisfaction, the Reliability and Responsiveness variables have a positive and significant effect on customer satisfaction. While Assurance and Emphaty have a positive but not significant effect on customers satisfaction. However, simultaneously, it has a positive and significant effect on customer satisfaction of Bima n Zain in Bangkalan Regency.

Keywords: Dineserv Quality, Tangible, Reliability, Responsiveness, Assurance, Emphaty, and Customer Satisfaction