

ABSTRAK

Waruwu, Nove Triang. 2022. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen di PT. Pos Indonesia (Persero) Hiliweto. Skripsi. Pembimbing (1) Fatolosa Hulu, S.E., M.M dan (2) Meiman Hidayat Waruwu, S.Sos. M.Si.

Dalam menjalankan pekerjaan melayani masyarakat, kualitas pelayanan merupakan hal yang harus diperhatikan agar masyarakat/pelanggan merasa puas dengan pelayanan yang diberikan. Sampel dalam penelitian ini berjumlah 30 orang konsumen. Teknik pengumpulan data yang digunakan ialah melalui penyebaran angket. Teknik analisa data yang digunakan adalah uji validitas, reliabilitas, koefisien korelasi, koefisien determinan, uji regresi linear sederhana dan uji hipotesis. Dari hasil penelitian diketahui bahwa dari perhitungan reliabilitas untuk variabel X diperoleh nilai $r_{ii} = 0.412$ dengan tingkat reliabilitas berada pada kriteria sedang. Dari perhitungan reliabilitas untuk variabel Y diperoleh nilai $r_{ii} = 0.706$ dengan tingkat reliabilitas berada pada kriteria tinggi. Besarnya koefisien korelasi antara variabel kualitas pelayanan terhadap kepuasan konsumen, diperoleh nilai r_{ii} sebesar 0.586 dengan tingkat reliabilitas berada pada kriteria tinggi sedang. Besar pengaruh kualitas pelayanan terhadap kepuasan konsumen di PT. Pos Indonesia (Persero) Hiliweto sebesar 17.22 %. Dari hasil uji t diperoleh $t_{hitung} > t_{tabel}$ atau $2.413 > 2.048$. Hipotesis yang diterima adalah H_a yaitu ada pengaruh kualitas pelayanan terhadap kepuasan konsumen di PT. Pos Indonesia (Persero) Hiliweto.

Kata kunci: kualitas pelayanan, kepuasan konsumen.

ABSTRAK

Waruwu, Nove Triang. 2022. The Effect Of Service Quality On Customer Satisfaction at PT. Pos Indonesia (Persero) Hiliweto. Thesis. Supervisors (1) Fatosola Hulu, S.E., M.M and (2) Meiman Hidayat Waruwu, S.Sos. M.Si.

In carrying out the work of serving the community, the quality of service is something that must be considered so that the community/customers are satisfied with the services provided. The sample in this study amounted to 30 consumers. The data collection technique used is through the distribution of questionnaires. The data analysis technique used is validity, reliability, correlation coefficient, simple linear regression test and hypothesis testing. From the results of the study, it is known that from the calculation of reliability for the variable X, the value of $r_{ii} = 0.412$ is obtained with the level of reliability being in the medium criteria. From the calculation of the reliability for the variable Y, the value of $r_{ii} = 0.706$ with the level of reliability is in the high criteria. The magnitude of the correlation coefficient between the variables of service quality and customer satisfaction, obtained a r_{ii} value of 0.508 with the level of reliability being at medium high criteria. The influence of service quality on customer satisfaction at PT. Pos Indonesia (Persero) Hiliweto by 17.22 %. From the results of the t_{test} obtained $t_{count} > t_{table}$ or $2.413 > 2.048$. The accepted hypothesis is H_a , that is, there is an effect of service quality on customer satisfaction at PT. Pos Indonesia (Persero) Hiliweto.

Keywords: service quality, customer satisfaction