

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN SERTA BERDAMPAK PADA KEPERCAYAAN PELANGGAN ARTOMORO MOTOR DI CIMAHI

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh secara simultan dan secara parsial mengenai kualitas pelayanan terhadap kepuasan yang berdampak pada kepercayaan pelanggan service motor di Artomoro Motor Kota Cimahi. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Rancangan pengujian hipotesis menggunakan analisis jalur (*Path analysis*), koefisien determinasi, koefisien korelasi, koefisien regresi dan uji hipotesis yang digunakan untuk mengukur besarnya pengaruh kualitas pelayanan terhadap kepuasan yang berdampak pada kepercayaan pelanggan. Jumlah sampel 100 konsumen dengan teknik pengambilan sampel melalui pendekatan *Purposive Sampling*. Hasil penelitian menyimpulkan bahwa variabel kualitas pelayanan secara parsial berpengaruh signifikan terhadap variabel kepuasan sebesar 50,3%, variabel kualitas pelayanan secara parsial berpengaruh signifikan terhadap kepercayaan pelanggan sebesar 10,6%, lalu untuk variabel kepuasan secara parsial berpengaruh signifikan terhadap variabel kepercayaan pelanggan, serta variabel kualitas pelayanan terhadap kepuasan yang berdampak pada kepercayaan pelanggan secara simultan berpengaruh signifikan sebesar 15,85%.

Kata kunci: Kualitas pelayanan, Kepuasan, Kepercayaan pelanggan

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND THE IMPACT ON CUSTOMER TRUST ARTOMORO MOTOR IN CIMAHI

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ABSTRACT

This study aims to determine the extent of simultaneous and partial influence of service quality on satisfaction that has an impact on customer confidence in motorcycle service at Artomoro Motor Cimahi City. The research method used is descriptive and verificative method. The hypothesis testing design uses path analysis, determination coefficient, correlation coefficient, regression coefficient and hypothesis testing which is used to measure the effect of service quality on satisfaction which has an impact on customer trust. The sample size is 100 consumers with sampling techniques through a purposive sampling approach. The results concluded that the service quality variable partially had a significant effect on the satisfaction variable by 50.3%, the service quality variable partially had a significant effect on customer trust by 10.6%, then for the satisfaction variable partially had a significant effect on the customer trust variable, and the service quality variable on satisfaction which had an impact on customer trust simultaneously had a significant effect of 15.85%.

Keywords: *Service quality, Satisfaction, Customer trust*