

ABSTRAK

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Indah Jaya Motor Ciganjur Dengan Menggunakan
Metode *Service Quality*

Penelitian ini bertujuan untuk mengetahui analisis pengaruh kepuasan pelanggan (bukti fisik, kehandalan, ketanggapan, jaminan, dan empati) terhadap kepuasan pelanggan bengkel Ahass Kawi Indah Jaya Motor Ciganjur. Data dikumpulkan melalui metode kuesioner dengan menyebarkan kepada 100 responden yang pernah menggunakan jasa bengkel Ahass Kawi Indah Jaya Motor Ciganjur. Analisis data kuantitatif yang digunakan dalam penelitian ini meliputi uji validitas, uji reliabilitas, analisis regresi linier berganda, pengujian hipotesis melalui uji t, uji ketepatan model (uji F), serta koefisien determinasi. Hasil penelitian menunjukkan bahwa variabel bukti fisik, kehandalan, ketanggapan, jaminan, dan empati berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Dengan nilai koefisien determinasi sebesar 0,996, yang artinya 99,6% kepuasan pelanggan dipengaruhi oleh variabel bukti fisik, kehandalan, ketanggapan, jaminan, dan empati.

Kata kunci : Kepuasan Pelanggan, Bukti Fisik, Kehandalan, Ketanggapan, Jaminan, Empati dan *Service Quality*

ABSTRACT

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This study aims to determine the analysis of the effect of customer satisfaction (physical evidence, reliability, responsiveness, assurance, and empathy) on customer satisfaction at the Ahass Kawi Indah Jaya Motor Ciganjur workshop. Data was collected through the questionnaire method by distributing it to 100 respondents who had used the services of the Ahass Kawi Indah Jaya Motor Ciganjur workshop. Quantitative data analysis used in this study includes validity test, reliability test, multiple linear regression analysis, hypothesis testing through t test, model accuracy test (F test), and the coefficient of determination. The results showed that the variables physical evidence, reliability, responsiveness, assurance, and empathy have a positive and significant effect on customer satisfaction. With a coefficient of determination of 0.996, which means 99.6% of customer satisfaction is influenced by the variables physical evidence, reliability, responsiveness, assurance, and empathy.

Keywords: Customer Satisfaction, Physical Evidence, Reliability, Responsiveness, Assurance, Empathy, and Service Quality.