

ABSTRAK

Penelitian ini dilakukan karena adanya masalah pada kepuasan pelanggan toko emas berkah subang dimana banyaknya keluhan pelanggan, melalui kegiatan pra-survey pun kepuasan pelanggan menjadi masalah terbesar di toko emas berkah subang. Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Pelayanan dan Lokasi terhadap Kepuasan Pelanggan Toko Emas Berkah Subang. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 92 responden. Teknik sampling menggunakan *non probability sampling*, dengan cara *incidental sampling*. Pengujian Instrumen penelitian menggunakan uji validitas dan reliabilitas. Analisis data yang digunakan yaitu menggunakan analisis regresi linier berganda, analisis korelasi berganda, dan analisis koefisien determinasi.

Hasil dari penelitian menunjukkan bahwa Kualitas Pelayanan dan Lokasi baik secara simultan maupun parsial berpengaruh signifikan terhadap Kepuasan Pelanggan. Selain itu besarnya pengaruh Kualitas Pelayanan dan Lokasi terhadap Kepuasan Pelanggan sebesar 55,3% dan sisanya sebesar 44,7% dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial kontribusi pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan sebesar 20,8% dan kontribusi pengaruh Lokasi terhadap Kepuasan Pelanggan sebesar 34,5%, sehingga dapat disimpulkan bahwa Lokasi berpengaruh paling besar terhadap Kepuasan Pelanggan Toko Emas Berkah Subang.

Kata Kunci: Kualitas Pelayanan, Lokasi, Kepuasan Pelanggan

ABSTRACT

This research was conducted because there is a problem with customer satisfaction at the Gold Bars shop in Subang where there are many customer complaints, through pre-survey activities customer satisfaction is the biggest problem at the Gold Bars shop in Subang. This study aims to determine the effect of service quality and location on customer satisfaction at Toko Emas Berkah Subang. This research uses descriptive and verification methods with a total sample of 92 respondents. The sampling technique uses non-probability sampling, by means of incidental sampling. Testing The research instrument uses validity and reliability tests. Analysis of the data used is using multiple linear regression analysis, multiple correlation analysis, and analysis of the coefficient of determination.

The results of the study show that service quality and location both simultaneously and partially have a significant effect on customer satisfaction. In addition, the magnitude of the influence of Service Quality and Location on Customer Satisfaction is 55,3% and the remaining 44,7% is influenced by other variables not examined. Partially, the contribution of the influence of Service Quality on Customer Satisfaction is 20,8% and the contribution of the effect of Location on Customer Satisfaction is 34,5%, so it can be concluded that Location has the greatest effect on Customer Satisfaction at Toko Emas Berkah Subang.

Keywords: Service Quality, Location, Customer Satisfaction