

## **ANALISA PENGARUH KUALITAS PELAYANAN JASA TERHADAP KEPUASAN PELANGGAN PADA STUDIO SIMPLE PHOTOGRAPHY DI KOTA PADANG**

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### **ABSTRAK**

Tujuan penelitian ini untuk menganalisa pengaruh kualitas pelayanan jasa terhadap kepuasan pelanggan pada studio Simple Photography di Kota Padang. Penelitian ini menggunakan 5 variabel independen yaitu *reliability*, *responsiveness*, *assurance*, *empathy*, *tangible* dengan satu variabel dependen yaitu kepuasan pelanggan. Setelah dilakukan tinjauan pustaka maupun lapangan dan penyusunan hipotesis, data dalam penelitian ini dikumpulkan melalui penyebaran kuesioner kepada 120 orang yang pernah menggunakan jasa Simple Photography di Kota Padang sebagai sampel penelitian. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Metode analisis data yang digunakan adalah analisis kuantitatif yaitu uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t dan uji F serta koefisien determinasi. Berdasarkan analisis data, hasil penelitian menunjukkan bahwa indikator-indikator pada penelitian ini bersifat valid dan reliabel. Pada uji asumsi klasik data berdistribusi normal, tidak terjadi heteroskedastisitas dan multikolinieritas. Pada uji hipotesis *reliability*, *responsiveness*, *assurance* tidak berpengaruh signifikan terhadap kepuasan pelanggan dan *emphaty* serta *tangible* berpengaruh signifikan terhadap kepuasan pelanggan.

**Kata Kunci:** *reliability*, *responsiveness*, *assurance*, *empathy*, *tangible*, **kepuasan pelanggan**

## **ANALYSIS OF THE EFFECT OF SERVICE QUALITY OF CUSTOMER SATISFACTION IN SIMPLE PHOTOGRAPHY STUDIO IN PADANG CITY**

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### *ABSTRACT*

*The purpose of this study was to analyze the effect of service quality on customer satisfaction at the Simple Photography studio in the city of Padang. This study uses 5 independent variables, namely reliability, responsiveness, assurance, empathy, tangible with one dependent variable, customer satisfaction. After literature and field reviews and hypothesis formulation, the data in this study were collected through distributing questionnaires to 120 people who used Simple Photography services in the city of Padang as research samples. The sampling technique used was purposive sampling. Data analysis method used is quantitative analysis, namely the validity and reliability test, the classic assumption test, multiple linear regression analysis, t test and F test and the coefficient of determination. Based on data analysis, the results of the study indicate that the indicators in this study are valid and reliable. In the classical assumption test of normally distributed data, heteroscedasticity and multicollinearity do not occur. In the reliability hypothesis test, responsiveness, assurance has no significant effect on customer satisfaction and empathy and tangibility have a significant effect on customer satisfaction.*

***Keywords: reliability, responsiveness, assurance, empathy, tangible, customer satisfaction***