

PENGARUH LAYANAN YANG BERKUALITAS TERHADAP KEPUASAN
PELANGGAN DI RESTORAN YAMAGOYA RAMEN AMBARRUKMO PLAZA
YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui apakah kualitas pelayanan berpengaruh terhadap kepuasan tamu restoran Yamagoya Ramen. Kualitas pelayanan diukur melalui lima dimensi SERVQUAL yaitu tangibles, reliability, responsiveness, assurance, dan empathy.

Metode penelitian yang digunakan adalah kuantitatif dengan teknik survei. Populasi dalam penelitian ini adalah pelanggan Yamagoya Ramen Ambarrukmo Plaza. Teknik pengambilan sampel menggunakan non probability sampling dengan teknik purposive sampling. Data dianalisis menggunakan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa kualitas pelayanan secara simultan berpengaruh terhadap kepuasan pelanggan. Namun, secara parsial, *variabel reliability, responsiveness, dan assurance* tidak berpengaruh signifikan terhadap kepuasan pelanggan. Penelitian ini menyimpulkan bahwa peningkatan kualitas pelayanan secara keseluruhan dapat meningkatkan kepuasan pelanggan di restoran Yamagoya Ramen.

Kata kunci: *assurance, kepuasan pelanggan, kualitas layanan, reliability, responsiveness*

THE INFLUENCE OF QUALITY SERVICE ON CUSTOMER SATISFACTION AT YAMAGOYA RAMEN RESTAURANT OF AMBARRUKMO PLAZA YOGYAKARTA

ABSTRACT

This study aims to determine the impact of service quality on guest satisfaction at Yamagoya Ramen restaurant. Service quality is assessed through the five dimensions of SERVQUAL: tangibles, reliability, responsiveness, assurance, and empathy.

The research method employed in this study is quantitative, utilizing survey techniques. The population consists of customers from Yamagoya Ramen at Ambarrukmo Plaza. A non-probability sampling approach was adopted, specifically using purposive sampling. The data were analyzed through multiple linear regression analysis.

The results indicate that service quality has a simultaneous effect on customer satisfaction. However, when examined individually, the variables of reliability, responsiveness, and assurance do not significantly impact customer satisfaction. This study concludes that enhancing overall service quality can lead to increased customer satisfaction at Yamagoya Ramen restaurant.

Keywords: assurance, customer satisfaction, service quality, reliability, responsiveness