

PENERAPAN *SERVICE QUALITY* DALAM MENINGKATKAN KEPUASAN PELANGGAN PT SKATINDO SARANA ACARA

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Abstrak

Penelitian ini bertujuan untuk mengetahui dan menganalisis penerapan *service quality* dalam meningkatkan kepuasan pelanggan PT Skatindo Sarana Acara. Dengan melalui variabel *service quality* dengan indikator *tangibles, reliability, responsiveness, assurance, dan empathy*, serta variabel kepuasan pelanggan. Peneliti menyebarkan kuesioner ke 111 responden dengan menggunakan rumus slovin dan metode *purposive sampling*, dan kriterianya adalah yang pernah menggunakan jasa di PT Skatindo Sarana Acara, kemudian peneliti melakukan analisis data yang meliputi analisis statistik deskriptif, *arithmetic mean*, uji validitas serta uji reliabilitas menggunakan aplikasi IBM SPSS *Statistic 26*. Dari hasil *arithmetic mean* untuk variabel *service quality* diketahui rata-rata jawaban responden pada variabel *service quality* dengan nilai *mean* sebesar 4,18 termasuk dalam rentang skala “setuju” yang berarti penerapan *service quality* pada PT Skatindo Sarana Acara tergolong baik. Berdasarkan hasil *arithmetic mean* untuk variabel kepuasan pelanggan diketahui rata-rata jawaban responden pada variabel kepuasan pelanggan dengan nilai *mean* sebesar 4,24 termasuk dalam rentang skala “sangat setuju” yang berarti kepuasan pelanggan pada PT Skatindo Sarana Acara tergolong sangat baik.

Kata Kunci : *Service Quality, Kepuasan Pelanggan, Arithmetic Mean.*

APPLICATION OF SERVICE QUALITY IN IMPROVING CUSTOMER SATISFACTION AT PT SKATINDO SARANA ACARA

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Abstract

This study aims to determine and analyze the application of services quality in increasing customer satisfaction at PT Skatindo Sarana Acara. By going through the variable service quality with indicators of tangibles, reliability, responsiveness, assurance, and empathy, as well as customer satisfaction variables. Researchers distributed questionnaires to 111 respondents using the Slovin formula and method purposive sampling, and the criteria are those who have used the services of PT Skatindo Sarana Acara, then the researchers conducted data analysis which included descriptive statistical analysis, arithmetic mean, validity test and reliability test using the IBM SPSS application Statistic 26. From the results arithmetic The mean for the variable is service quality known that the average respondent's answer to the variable service quality with a value mean of 4.18 is included in the "agree" scale range, which means that the implementation of service quality PT Skatindo Sarana Acara is good. Based on arithmetic results, the mean for the customer satisfaction variable is known to be the average respondent's answer to the customer satisfaction variable with a value mean of 4.24 which is included in the "strongly agree" scale range, which means that customer satisfaction at PT Skatindo Sarana Acara is classified as very good.

Keywords: *Service Quality, Customer Satisfaction, Arithmetic Mean*

