PENGARUH KUALITAS PELAYANAN RITEL TERHADAP KEPUASAN KONSUMEN (STUDI KASUS ACE HARDWARE JAKARTA)

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ABSTRAK

Kualitas pelayanan merupakan tingkat keunggulan yang diharapkan dan pengendalian atas tingkat keunggulan untuk mendapatkan kepuasan konsumen. Tujuan dari penelitian ini adalah untuk mengetahui apakah *Retail Service Quality Scale* yang terdiri *physical aspects, reliability, personal interaction, problem solving,* dan *policy* berpengaruh terhadap kepuasan konsumen serta menganalisis faktor yang paling dominan dalam mempengaruhi kepuasan konsumen di ACE Hardware Jakarta. Survei dilakukan dengan menggunakan kuesioner yang disebar secara langsung kepada 150 responden yang dipilih berdasarkan teknik sampling non probabilitas (*non-probability sampling*). Sementara itu, pengujian dilakukan dengan menggunakan analisis regresi berganda. Hasil penelitian menunjukkan bahwa variabel *physical aspects, reliability, personal interaction, problem solving,* dan *policy* pada kualitas pelayanan memiliki pengaruh yang positif dan signifikan terhadap kepuasan konsumen *di* ACE Hardware Jakarta.

Kata kunci : *Retail Service Quality Scale*, *physical aspects, reliability, personal interaction, problem solving, policy,* kualitas pelayanan, kepuasan konsumen.

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THE EFFECT OF RETAIL SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION
(ACE HARDWARE JAKARTA CASE STUDY)
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ABSTRACT

Service quality is the level of excellence expected and control over the level of excellence to gain customer satisfaction. The purpose of this study was to determine whether Retail Service Quality Scale consisting of physical aspects, reliability, personal interaction, problem solving, and policy influence on customer satisfaction and analyzing the most dominant factor influencing customer satisfaction in the ACE Hardware Jakarta. The survey was conducted using questionnaires distributed directly to the 150 respondents were selected by non-probability sampling technique (non-probability sampling). Meanwhile, the testing is done by using multiple regression analysis results indicate that the variable physical aspects, reliability, personal interaction, problem solving, and policy on service quality has a positive and significant effect on customer satisfaction in the ACE Hardware Jakarta.

Keywords : Retail Service Quality Scale, physical aspects, reliability, personal interaction, problem solving, policy, kualitas pelayanan, kepuasan konsumen.

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