

INTISARI

PENGARUH KUALITAS PELAYANAN *CUSTOMER SERVICE* SIBAKUL JOGJA TERHADAP KEPUASAN MITRA

(UMKM *CRAFT* DAERAH ISTIMEWA YOGYAKARTA)

Oleh :

Rohman Andi Prayogi

182304021

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan *Customer Service* SiBakul Jogja terhadap kepuasan mitra. Metode pengambilan sampel dalam penelitian ini menggunakan teknik pengambilan sampel *purposive sampling*, diambil sampel sebanyak 65 responden menggunakan rumus slovin dengan total populasi 181. Penelitian ini menggunakan metode kuantitatif deskriptif dan untuk menguji angket atau kuesioner menggunakan uji statistik deskriptif, uji validitas, uji reliabilitas, uji regresi linier sederhana, uji t dan uji koefisien determinansi.

Hasil penelitian ini membuktikan bahwa kualitas pelayanan *Customer Service* SiBakul Jogja berpengaruh terhadap kepuasan mitra. Dibuktikan dengan nilai signifikansi uji parsial (t) $0,000 < 0,05$. Pengaruh kualitas pelayanan pada *Customer Service* SiBakul Jogja adalah sebesar 0,666 atau sebesar 66,6%. Dapat disimpulkan bahwa kualitas pelayanan *customer service* SiBakul Jogja berpengaruh terhadap kepuasan mitra.

Kata Kunci: Kualitas Layanan, Kepuasan Konsumen, Dan Customer Service SiBakul Jogja

ABSTRACT

The Influence Of The Quality Of Customer Service In SiBakul Jogja On Partner Satisfaction (Craft's MEMS In Special Region Of Yogyakarta)

By :

Rohman Andi Prayogi
182304021

This study aims to determine the effect of the service quality of SiBakul Jogja Customer Service expected by partners. The sampling method in this study used a purposive sampling technique, a sample of 65 respondents was taken using the slovin formula with a total population of 181. This study uses descriptive quantitative methods and to test the questionnaire or questionnaire using descriptive statistical tests, validity tests, reliability tests, simple linear regression tests, t tests and coefficients of determination.

The results of this study prove that the service quality of Customer Service has an effect on partner satisfaction. Evidenced by the significance value of the partial test (t) $0.000 < 0.05$. While the influence of service quality on Customer Service SiBakul Jogja is 0.666 or 66.6% and this value is stated to be strong. It can be concluded that H_a is accepted and H_o is rejected.

Keywords: Service Quality, Customer Satisfaction, and Customer Service