

## ABSTRAK

“Pengaruh kemampuan, sikap, penampilan, perhatian, tindakan dan tanggung jawab dalam pelayanan terhadap kepuasan pelanggan PT. Regulo Rafting Probolinggo” merupakan judul dalam penelitian ini, yang diambil dengan tujuan untuk mengetahui seberapa besar pengaruh pelayanan terhadap kepuasan pelanggan yang merupakan faktor utama dalam menentukan keberhasilan perusahaan. Setiap Perusahaan yang berhasil memberikan kepuasan bagi pelanggannya bisa dipastikan mampu mempertahankan kelangsungan hidupnya dan menjadi pemimpin pasar. Populasi dalam penelitian ini adalah jumlah pelanggan PT. Regulo Rafting dalam setahun yakni tahun 2015 yang sebanyak 2433 orang. Dengan menggunakan rumus Slovin maka didapat jumlah sampel sebanyak 96 orang. Data dikumpulkan dengan menggunakan kuesioner berupa daftar pertanyaan. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan SPSS 20.0.

Setelah dilakukan pengujian atas hipotesis dengan taraf signifikansi 5%, dalam uji F (simultan) diperoleh nilai  $F_{hitung} (5,930) > F_{tabel} (2,20)$  maka terdapat pengaruh signifikan secara simultan kemampuan, sikap, penampilan, perhatian, tindakan, tanggung jawab dalam pelayanan terhadap kepuasan pelanggan. Hasil uji T variabel Kemampuan bernilai  $t_{hitung} = 2.524$ , variabel Sikap bernilai  $t_{hitung} = 1,998$ , variabel Penampilan bernilai  $t_{hitung} = 2.715$ , variabel Perhatian bernilai  $t_{hitung} = 2.353$ , variabel Tindakan bernilai  $t_{hitung} = 2.349$ , variabel tanggung Jawab bernilai  $t_{hitung} = 2.612$  dan nilai  $T_{tabel} = 1.986$  yang artinya variabel kemampuan, sikap, penampilan, perhatian, tindakan, tanggung jawab dalam pelayanan berpengaruh signifikan secara parsial terhadap kepuasan pelanggan pada PT. Regulo Rafting.

Kata kunci : kemampuan, sikap, penampilan, perhatian, tindakan, tanggung jawab

## **ABSTRACT**

*"The effect of ability, attitude, appearance, attention, action and responsibility in service to customer satisfaction PT. Regulo Rafting Probolinggo" is the title of this research, which was taken in order to determine how much influence the service to customer satisfaction is the main factor in determining the success of the company. Every successful company is to provide satisfaction for its customers could certainly able to survive and become a market leader. The population in this study is the number of customers of PT. Regulo Rafting in the year 2015 as many as 2433 people. By using the Slovin formulas then obtained a total sample of 96 people. Data were collected using a questionnaire in the form of a list of questions. Data analysis technique used is multiple linear regression analysis with SPSS 20.0.*

*After testing the above hypothesis with significance level of 5%, the F test (simultaneous) obtained value of  $F (5.930) > F \text{ table } (2.20)$  then there is a significant effect of simultaneous ability, attitude, appearance, attention, action, responsibility in service to customer satisfaction. T test results ability variable value  $t = 2,524$ , attitudinal variables worth  $t = 1.998$ , variable appearance worth  $t = 2,715$ , variable attention worth  $t = 2,353$ , the action variable value  $t = 2,349$ , variable responsibilities worth  $t = 2,612$  and the value  $t_{\text{table}} = 1,986$  which means that the variable ability, attitude, appearance, attention, action, responsibility in the service of significant effect partially towards customer satisfaction at PT. Regulo Rafting.*

*Keywords: ability, attitude, appearance, attention, action, responsibility*