

ABSTRACT

Title of Essay : Influence of Service Quality, Promo And Location Against Customer Satisfaction Shops At Indomaret Kapasan Surabaya. The Essay, Management Study of Program in STIE Mahardhika Surabaya.

At this research formulated problem as follows : (1) Does service quality have an effect on in simultaneous to customer satisfaction shop at Indomaret Kapasan Surabaya?, (2) Do promo have an effect on in partial to customer satisfaction shop at Indomaret Kapasan Surabaya?, (3) Does location have an effect on in significant to customer satisfaction shop at Indomaret Kapasan Surabaya?, (4) Maximum Variable range from to variable of service quality, promo, and location that have an effect on dominant to customer satisfaction shop at Indomaret Kapasan Surabaya?

To answer problems above used the following research method : (1) Research Location is conducted in Indomaret Kapasan Surabaya; (2) Sample that taken 100 responder and sampling methods are used are accidental sampling; (3) Variable Identification that is for dependen variable (Y) customer satisfaction, and independeb variable (X) consists of service quality, promo, and location (4) Measurement scale uses scale Likert; and (5) Method of analysis use linear regression analysis duplicates.

Research Result shows (1) that service quality has an effect on in simultaneous to customer satisfaction shop at Indomaret Kapasan Surabaya; (2) that promotion not has an effect on in partial to customer satisfaction shop at Indomaret Kapasan Surabaya; (3) that location not has an effect on in significant to customer satisfaction shop at Indomaret Kapasan Surabaya.

Keywords; Service Quality, Promo, Location and customer satisfaction.

ABSTRAK

Judul Skripsi : Pengaruh Kualitas Pelayanan, Promo Dan Lokasi Terhadap Kepuasan Pelanggan Berbelanja Di Indomaret Kapasan Surabaya. Skripsi. Program Sarjana Bidang Studi Manajemen STIE Mahardhika Surabaya.

Pada penelitian ini dirumuskan masalah sebagai berikut : (1) Apakah kualitas pelayanan berpengaruh secara simultan terhadap kepuasan pelanggan berbelanja di Indomaret Kapasan Surabaya?, (2) Apakah promo berpengaruh secara parsial terhadap kepuasan pelanggan berbelanja di Indomaret Kapasan Surabaya?, (3) Apakah lokasi berpengaruh secara signifikan terhadap kepuasan pelanggan berbelanja di Indomaret Kapasan Surabaya?, (4) Variabel manakah diantara variabel kualitas pelayanan, promo, dan lokasi yang berpengaruh dominan terhadap kepuasan pelanggan berbelanja di Indomaret Kapasan Surabaya?

Untuk menjawab permasalahan diatas digunakan metode penelitian berikut : (1) Lokasi penelitian dilakukan di Indomaret Kapasan Surabaya; (2) Sampel yang diambil sebanyak 100 responden dan metode sampling yang digunakan adalah *accidental sampling*; (3) Identifikasi variabel yaitu untuk dependen variabel (Y) kepuasan pelanggan, dan independen variabel (X) terdiri dari kualitas pelayanan, promo, dan lokasi (4) Skala pengukuran menggunakan skala *Likert*; dan (5) Metode analisis menggunakan analisis regresi linier berganda.

Hasil penelitian menunjukkan (1) bahwa kualitas pelayanan berpengaruh secara simultan terhadap kepuasan pelanggan berbelanja di Indomaret Kapasan Surabaya; (2) bahwa promosi tidak berpengaruh secara parsial terhadap kepuasan pelanggan berbelanja di Indomaret Kapasan Surabaya; (3) bahwa lokasi tidak berpengaruh secara signifikan terhadap kepuasan pelanggan berbelanja di Indomaret Kapasan Surabaya.

Kata-kata kunci : Kualitas Pelayanan, Promo, Lokasi dan Kepuasan Pelanggan.