ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh reliability, responsiveness, emphaty, tangible dan promosi terhadap kepuasan pelanggan pada Mini Market Koim MWR Waru. Jenis penelitian ini adalah kuantitatif. Populasi dalam penelitian ini adalah seluruh pelanggan mini market yang tidak terhitung jumlahnya, dan Sampel yang diambil sebanyak 60 orang. Sumber data adalah data primer, teknik pengumpulan data menggunakan teknik kuesioner. Analisis data dalam penelitian ini menggunakan analisis regresi linier berganda dan data diolah dengan menggunakan program *Statistical Package for Social Science (SPSS) 21.0 for windows.*

Hasil penelitian ini adalah: (1) Variabel Reliability, responsiveness, Tangible dan Promosi secara simultan (bersama-sama) berpengaruh signifikan terhadap variabel Y (Kepuasan Pelanggan), sedangkan variabel Emphaty tidak berpengaruh signifikan dikarenakan hasilnya lebih besar dari 0,05. nilai R^2 sebesar 0.509 atau 50,9%. Hal ini menunjukkan bahwa variabel Kepuasan Pelanggan (Y) bisa dijelaskan oleh variasi dari variabel Reliability (X_1), Responsiveness (X_2), Emphaty (X_3), Tangible (X_4) dan Promosi (X_5) sebesar 50,9%, sedangkan sisanya sebesar 49,1% dipengaruhi oleh variabel-variabel lain yang tidak diperhitungkan di dalam penelitian ini; (2) Variabel Reliability (X_1) secara parsial (sendiri) berpengaruh signifikan terhadap Kepuasan Pelanggan (Y); (3) Variabel Responsiveness (X_2) secara parsial (sendiri) berpengaruh signifikan terhadap Kepuasan Pelanggan (Y); (4) Variabel Emphaty (X_3) tidak berpengaruh signifikan terhadap Kepuasan Pelanggan (Y); (5) Variabel Tangible (X_4) berpengaruh signifikan terhadap Kepuasan Pelanggan (Y); Variabel Promosi (X_5) berpengaruh signifikan terhadap Kepuasan Pelanggan (Y).

Kata Kunci: Reliability, Responsiveness, Emphaty, Tangible, Promosi dan Kepuasan Pelanggan.

ABSTRACT

This study aims to see the effect of reliability, responsiveness, empathy, tangibility and promotion on customer satisfaction at the Koim MWR Waru Mini Market. This type of research is quantitative. The population in this study were all unwilling mini market customers, and samples taken were 60 people. The data sources are primary data, techniques and data using a questionnaire technique. Data analysis in this study used multiple linear regression analysis and the data were processed using the Statistical Package for Social Science (SPSS) 21.0 for windows program.

The results of this study are: (1) Reliability, Responsiveness, Tangible and Promotion variables simultaneously (together) have a significant effect on variable Y (Customer Satisfaction), while the Emphaty variable does not have a significant effect because the results are greater than 0.05. the R^2 value is 0.509 or 50.9%. This shows that the Customer Satisfaction variable (Y) can present variations of the *Reliability* (X1), *Responsiveness* (X2), *Emphaty* (X3), Tangible (X4) and Promotion (X5) variables by 50.9%, while the rest is 49, 1% inspiration by other variables not taken into account in this study; (2) the Reliability variable (X1) partially (alone) has a significant effect on Customer Satisfaction (Y); (3) Variable Responsiveness (X2) partially (alone) has a significant effect on Customer Satisfaction (Y); (4) Emphaty variable (X3) does not have a significant effect on customer satisfaction (Y); (5) Tangible variable (X4) has a significant effect on customer satisfaction (Y); Promotion variable (X5) has a significant effect on customer satisfaction (Y).

Keywords: Reliability, Responsiveness, Emphaty, Tangible, Promotion and Customer Satisfaction.