

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan yang terdiri dari *reliability*, *assurance*, *tangible*, *emphaty* dan *responsiveness* terhadap kepuasan pelanggan PT. Lion Mentari Airlines di Surabaya. Data penelitian dikumpulkan 100 responden. Responden dalam penelitian ini adalah penumpang Lion Air di Bandar Udara Internasional Juanda Surabaya. Pengambilan Sampel menggunakan metode *purposive sampling* yaitu teknik pengambilan sampel dengan dengan pertimbangan tertentu .Data dikumpulkan dengan cara memberikan kuesioner berbentuk *Skala Likert*, sedangkan alat analisis menggunakan deskripsi dan Regresi Linear Berganda. Pengolahan data dilakukan secara komputerisasi dengan bantuan SPSS *versi 26*. Hasil analisis memperlihatkan (1) Kualitas pelayanan yang terdiri dari *reliability*, *assurance*, *tangible*, *emphaty* dan *Responsiveness* secara simultan signifikan terhadap kepuasan pelanggan PT. Lion mentari Airlines di Surabaya. Namun secara parsial hanya ada empat variabel yang berpengaruh positif dan signifikan terhadap kepuasan pelanggan yaitu *reliability* (0,218), *tangible*(0,208), *emphaty* (0,230) dan *responsiveness*(0,365), sedangkan satu variabel lainnya yaitu *assurance* tidak berpengaruh positif dan signifikan (-0,024) terhadap kepuasan pelanggan. (2) Hasil penelitian memperlihatkan 90,7% dari kepuasan pelanggan PT. Lion Mentari Airlines dipengaruhi oleh kualitas pelayanan yang terdiri dari *reliability*, *assurance*, *tangible*, *emphaty* dan *responsiveness*. Sisanya 9,3% merupakan pengaruh variabel-variabel lain yang tidak diteliti.

Kata Kunci: kualitas pelayanan, kepuasan pelanggan, Daya Tanggap

ABSTRACT

This study aims to determine the effect of service quality in form of reliability, assurance, tangible, empathy and responsiveness to customer satisfaction in PT. Lion Mentari Airlines at Surabaya. The research data was collected from 100 respondents. The respondents of this research are passengers of PT. Lion Mentari Airlines at Juanda International Airport Surabaya. Using purposive sampling method technique with certain consideration and giving questionnaires to every individual encountered with certain criteria. The data collected tools are questionnaires in form of Likert scale while the analytical tools of description and Multiple Linear Regression. Data processing is helped of SPSS version 26 program. The analysis results show (1) Quality of service which include reliability, assurance, tangible, empathy and responsiveness simultaneously have significant effect on customer satisfaction at PT. Lion Mentari Airlines Surabaya. Partially they are only four variables that have a positive and significant effect on customer satisfaction are reliability (0,218), tangible (0,208), empathy (0,230) and responsiveness (0,365), while one other variable is assurance has no positive and significant effect (-0,024) to customer satisfaction. (2) the research results show that 90,7% of satisfaction of PT. Lion Mentari Airlines at Surabaya customer is influenced by the quality service consisting of reliability, assurance, tangible, empathy and responsiveness. The remaining 9,3% is the influence of other variables that are not examined.

Keywords: Service quality, customer satisfaction, Responsiveness