

ABSTRAK

Untuk dapat meningkatkan kepuasan pelanggan maka harus mengetahui variabel-variabel apa saja yang mempengaruhinya, begitu juga di Terminal Jamrud Pelabuhan Tanjung Perak Surabaya. Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh promosi, fasilitas serta kualitas pelayanan terhadap kepuasan pelanggan dengan menggunakan sampel sebanyak responden. Menggunakan metode Analisis Regresi Berganda dan dilakukan pengujian Uji Validitas hasilnya valid, Uji Reliabilitas hasilnya reliabel, Uji Normalitas hasilnya data penelitian berdistribusi normal, Uji Multikolinearitas dan Uji Heteroskedastisitas hasilnya terbebas dari unsur multikolinearitas dan heteroskedastisitas. Kesimpulan penelitian yaitu: 1. Promosi, fasilitas serta kualitas pelayanan jasa secara simultan berpengaruh terhadap kepuasan pelanggan. 2. Promosi secara parsial berpengaruh terhadap kepuasan pelanggan. 3. Fasilitas secara parsial berpengaruh terhadap kepuasan pelanggan. 4. Kualitas pelayanan jasa secara parsial berpengaruh terhadap kepuasan pelanggan.

Kata Kunci: Promosi, Fasilitas, Kualitas Pelayanan Jasa, Kepuasan Pelanggan.

ABSTRACT

To be able to increase customer satisfaction, it is necessary to know what variables influence it, as well as at the Jamrud Terminal, Tanjung Perak Port, Surabaya. The purpose of this research is to find out and analyze the effect of promotions, facilities and service quality on customer satisfaction using a sample of as many as respondents. Using the Multiple Regression Analysis method and testing the Validity Test the results are valid, the Reliability Test results are reliable, the Normality Test results in normally distributed research data, the Multicollinearity Test and the Heteroscedasticity Test the results are free from elements of multicollinearity and heteroscedasticity. The conclusions of the study are: 1. Promotion, facilities and service quality simultaneously affect customer satisfaction. 2. Promotion partially affects customer satisfaction. 3. Facilities partially affect customer satisfaction. 4. Service quality partially influences customer satisfaction.

Keywords: Promotion, Facilities, Service Quality, Customer Satisfaction.