

ABSTRACT

Husnul (1211802053): The Effect of Service Quality to the Consumers' Satisfaction PT.Lion Superindo Ujungberung Branch Bandung. Thesis. State Islamic University SunanGunungDjati Bandung.2015

The Intense competition being experienced by modern retail businesses, one of them is PT. Lion Superindo. Although there are so many market potential but only a few companies that is able to know what the consumers' wants and needs who will win the business competition.

The purpose of this research is to know how much the influence of Service Quality to the Consumers' Satisfaction on PT. Lion Superindo Ujungberung Branch of Bandung. The theory that used in this research is from Parasuraman, et.al., (1988) he said that there are five dimensions of service quality variables, They are Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

The method that used in this research is descriptive verification method with quantitative approach. Because the number of the consumers' can't be determined (infinite), the researcher used the Paul Leddy Theory to decided the number of the sample, that to take 100 respondents from infinite numbers of total population. The technique of collecting data were using interviews, observations, questionnaires, and documentation. Statistical test using Validity Test, Reliability Test, Regression Analysis, T Test, F Test, and determination coefficient (R^2) Test and in data processing using SPSS version 20 statistical tools.

Based on the research results of the simultaneous hypothesis test (F Test) between the physical evidence (Tangible), reliability (reliability), response (responsiveness), Insurance (assurance), Empathy (empathy) and consumers' satisfaction calculated F values obtained for at 84,657. And F table by 2.31. Because the value of F count > F table ($84,657 > 2.31$), then H_0 is rejected. This means that there is a significant effect on the Service Quality that includes physical evidence (Tangible), reliability (reliability), response (responsiveness), Insurance (assurance), Empathy (empathy) to Customer Satisfaction. While the value of the coefficient of determination R^2 test of 0.818. This shows the effect percentage contribution of the variable Service Quality to the Consumers' Satisfaction of PT. Lion Superindo Ujungberung Branch by 81,8%, it means that the influence is very high while the remaining 18,2% is influenced by other variables that not examined by researcher.

Keywords: *Service Quality, Consumers' Satisfaction, Tangibles, Reliability, Responsiveness, Assurance, Empathy.*