

ABSTRAKSI

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PENGARUH KUALITAS PELAYANAN DAN FASILITAS TERHADAP
KEPUASAN MASYARAKAT DI KANTOR MEKARBAKTI

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Kata Kunci: Kualitas Pelayanan,Fasilitas, dan Kepuasan Masyarakat.

(xiv + 112 + lampiran)

Abstraksi: Penelitian ini bertujuan untuk mengetahui seberapa pengaruh Kualitas Pelayanan dan Fasilitas terhadap Kepuasan Masyarakat di Kantor Kelurahan Mekarbakti. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan jenis penelitian deskriptif dan pengambilan sampel 100 orang. Berdasarkan hasil uji hipotesis antara variabel Kualitas Pelayanan (X1) terhadap variabel Kepuasan Masyarakat (Y) diperoleh nilai $t_{hitung} 4.042 > t_{tabel} 1,984$ dan nilai signifikansi $0,000 < 0,05$ maka H_0 ditolak dan H_a diterima yang berarti bahwa variabel Kualitas Pelayanan (X1) mempunyai pengaruh yang signifikan terhadap variabel Kepuasan Masyarakat (Y). Berdasarkan hasil uji hipotesis antara variabel Fasilitas (X2) terhadap variabel Kepuasan Masyarakat (Y) diperoleh nilai $t_{hitung} 18,796 > t_{tabel} 1,984$ dan nilai signifikansi $0,000 < 0,05$ maka H_0 ditolak dan H_a diterima yang berarti bahwa variabel Fasilitas (X2) mempunyai pengaruh yang signifikan terhadap variabel Kepuasan Masyarakat (Y). Apabila secara simultan nilai hubungan antara variabel Kualitas Pelayanan (X1) dan Fasilitas (X2) terhadap variabel Kepuasan Masyarakat (Y) yang berdasarkan hasil uji F (Anova) atau F_{hitung} sebesar 300.146 dimana lebih besar dari F_{tabel} sebesar 3,090 dengan tingkat signifikansi $0,000 < 0,05$, maka dapat disimpulkan bahwa variabel Kualitas Pelayanan (X1) dan Fasilitas (X2) secara simultan berpengaruh terhadap variabel Kepuasan Masyarakat (Y).

ABSTRACTIONS

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THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON PUBLIC SATISFACTION AT MEKARBAKTI OFFICE

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Keywords: Service Quality, Facilities, and Community Satisfaction.

(xiv + 112 + attachments)

Abstract: This research aims to find out how much influence the quality of services and facilities has on community satisfaction at the Mekarbakti sub-district office. The method used in this research is a quantitative method with a descriptive research type and a sample of 100 people. Based on the results of the hypothesis test between the Service Quality variable (X1) and the Community Satisfaction variable (Y), the value of tcount is 4.042 > ttable 1.984 and the significance value is 0.000 < 0.05, so H0 is rejected and Ha is accepted, which means that the Service Quality variable (X1) has an influence which is significant to the Community Satisfaction variable (Y). Based on the results of the hypothesis test between the Facility variable (X2) and the Community Satisfaction variable (Y), the value of tcount is 18.796 > ttable 1.984 and the significance value is 0.000 < 0.05, so H0 is rejected and Ha is accepted, which means that the Facility variable (X2) has a significant influence. to the variable Community Satisfaction (Y). If simultaneously the value of the relationship between the Service Quality (X1) and Facilities (X2) variables on the Community Satisfaction variable (Y) based on the results of the F test (Anova) or Fcount is 300,146 which is greater than the Ftable of 3.090 with a significance level of 0.000 < 0, 05, it can be concluded that the variables Service Quality (X1) and Facilities (X2) simultaneously influence the Community Satisfaction variable (Y).