

ABSTRAKSI

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Pengaruh Kualitas Dan Fasilitas Pelayanan Terhadap Kepuasan Masyarakat Di Kantor Desa Kutruk Kecamatan Jambe Kabupaten Tangerang

Skripsi, Program Studi Manajemen 2023

Kata Kunci : Kualitas, Fasilitas Pelayanan, Kepuasan Masyarakat

(xviii + 210 + Lampiran)

Penelitian ini bertujuan untuk menganalisis dan mengetahui Pengaruh Kualitas Dan Fasilitas Pelayanan Terhadap Kepuasan Masyarakat Di Kantor Desa Kutruk Kecamatan Jambe Kabupaten Tangerang.

Penelitian ini menggunakan alat bantu program SPSS statistik 25 for windows. Adapun teknik pengujian data yang digunakan dalam penelitian ini adalah statistic deskriptif, uji kualitas data (uji validitas dan uji reliabilitas), uji normalitas, analisis korelasi parsial, koefisien determinasi (R^2), analisis regresi berganda, uji hipotesis (uji statistik parsial dan uji statistik simultan).

Berdasarkan hasil penelitian menunjukkan bahwa uji statistik parsial (Uji t) yaitu Nilai $t_{hitung} < \text{Nilai } t_{tabel} 7,079 > 1,655$ dengan nilai signifikan sebesar $0,000 < 0,05$. Hal ini membuktikan bahwa variabel kualitas memiliki pengaruh terhadap kepuasan masyarakat. Sehingga dapat dinyatakan bahwa H_0 ditolak H_a diterima. Adapun nilai pengaruhnya dapat dilihat dari *standardized coefficient beta* 0,506 atau 50,6%.

Dan hasil uji statistik parsial (Uji t) yaitu nilai $t_{hitung} > \text{nilai } t_{tabel} 5,751 > 1,655$ dengan nilai signifikan $0,000 < 0,05$. Hal ini membuktikan bahwa variabel fasilitas pelayanan terhadap memiliki pengaruh terhadap kepuasan masyarakat. Sehingga dapat dinyatakan bahwa H_0 ditolak H_a diterima. Adapun nilai pengaruhnya dapat dilihat dari *standardized coefficient beta* 0,411 atau 41,1%.

Serta hasil uji statistik simultan (Uji F) yaitu Nilai $F_{hitung} < \text{Nilai } F_{tabel}$ sebesar $218,401 < 1,90$ dengan tingkat signifikan sebesar $0,000 > 0,05$.

Maka, dapat dikatakan bahwa H_0 ditolak dan H_a diterima. Hal ini membuktikan bahwa variabel kualitas dan fasilitas pelayanan berpengaruh secara simultan terhadap variabel kepuasan masyarakat. Adapun nilai pengaruhnya dapat dilihat dari perhitungan koefisien determinasi pada nilai R Square dalam tabel model *summary* sebesar 0,761 atau 76,1%, sedangkan sisanya 23,9% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

ABSTRACTION

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The Influence of Service Quality and Facilities on Community Satisfaction at the Kutruk Village Office, Jambe District, Tangerang Regency

Thesis, Management Study Program 2023

Keywords: Quality, Service Facilities, Community Satisfaction

(xviii + 210 + Appendix)

This research aims to analyze and determine the influence of service quality and facilities on community satisfaction at the Kutruk Village Office, Jambe District, Tangerang Regency.

This research uses the SPSS statistical program 25 for Windows. The data testing techniques used in this research are descriptive statistics, data quality testing (validity test and reliability test), normality test, partial correlation analysis, coefficient of determination (R^2), multiple regression analysis, hypothesis testing (partial statistical test and statistical test). simultaneously).

Based on the results of the study, it shows that the partial statistical test (t test) is t count value $< t$ table value $7.079 > 1.655$ with a significant value of $0.000 < 0.05$. This proves that the quality variable has an influence on people's satisfaction. So it can be stated that H_0 is rejected and H_a is accepted. The influence value can be seen from the standardized beta coefficient of 0.506 or 50.6%.

And the results of the partial statistical test (t test) are the calculated t value $> t$ table value $5.751 > 1.655$ with a significant value of $0.000 < 0.05$. This proves that the service facility variable has an influence on community satisfaction. So it can be stated that H_0 is rejected and H_a is accepted. The influence value can be seen from the standardized beta coefficient of 0.411 or 41.1%.

As well as the results of the simultaneous statistical test (F Test), namely the calculated F value $< F$ table value of $218.401 < 1.90$ with a significance level of $0.000 > 0.05$.

So, it can be said that H_0 is rejected and H_a is accepted. This proves that the quality and service facility variables simultaneously influence the community satisfaction variable. The effect value can be seen from the calculation of the coefficient of determination on the R Square value in the model summary table of 0.761 or 76.1%, while the remaining 23.9% is influenced by other variables not examined in this study.