

ABSTRAK

MUHAMMAD SAMSUDDIN 2023, Pengaruh Kualitas Pelayanan dan Kepercayaan Terhadap Kepuasan Pelanggan Pada Bengkel Repaint Hasna Motor di Kota Makassar. Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Makassar. Dibimbing oleh: H.M. Najib Kasim dan Sri Andayaningsih.

Penelitian ini bertujuan untuk : a) menguji pengaruh kualitas pelayanan terhadap kepuasan pelanggan bengkel repaint hasna motor di kota makassar, b) menguji pengaruh kepercayaan terhadap kepuasan pelanggan bengkel repaint hasna motor di kota makassar. Populasi pada penelitian ini yaitu semua pelanggan bengkel repaint hasna motor di kota makassar. Menggunakan teknik sampling purposive sehingga diperoleh sampel sebesar 135 responden. Metode analisis yang digunakan yaitu metode analisis kuantitatif deskriptif dan regresi linear berganda. Hasil penelitian menunjukkan bahwa: berdasarkan hasil uji f dan t dapat diperoleh bahwa kualitas pelayanan dan kepercayaan berpengaruh secara simultan terhadap kepuasan pelanggan. Dengan berpengaruhnya kedua variabel tersebut menjelaskan bahwa sebelum pelanggan minat dalam menggunakan jasa, konsumen mempertimbangkan kualitas pelayanan dan kepercayaan.

Kata kunci: kualitas pelayanan, kepercayaan, kepuasan pelanggan.



ABSTRACT

MUHAMMAD SAMSUDDIN 2023, The Influence Of Service Quality And Trust On Customer Satisfaction At The Hasna Motor Repair Workshop In Makassar City. Department of Management, Faculty of Economics and Business, University of Muhammadiyah Makassar. Main Supervisor H.M.Najib Kasim Co-Supervisor Sri Andayaningsih.

This research aims to: a) examine the influence of service quality on customer satisfaction at Hasna motorbike repair workshops in Makassar City, b) examine the influence of trust on customer satisfaction at Hasna motorbike repair workshops in Makassar City. The population in this study were all customers of Hasna motorbike repair workshops in Makassar city. Using a purposive sampling technique to obtain a sample of 135 respondents. The analytical methods used are descriptive quantitative analysis methods and multiple linear regression. The research results show that: based on the results of the f and t tests, it can be obtained that service quality and trust have a simultaneous effect on customer satisfaction. The influence of these two variables explains that before customers are interested in using a service, consumers consider service quality and trust.

Keywords: service quality, trust, customer satisfaction.

