

ABSTRAK

NURUL RAMADHANI. 2024. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Jasa *Wedding Organizer* Rias Pengantin Ikha MUA di Kabupaten Gowa. Skripsi. Jurusan Manajemen. Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing Andi Mappatempo dan Muh. Nur R.

Penelitian ini merupakan jenis penelitian kuantitatif dengan tujuan untuk mengetahui pengaruh kehandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*), perhatian (*empathy*), dan bukti fisik (*tangible*) terhadap kepuasan konsumen pada jasa *wedding organizer* rias pengantin Ikha MUA di Kabupaten Gowa. Sampel ini diambil dari pelanggan Jasa *Wedding Organizer* Rias Pengantin Ikha MUA di Kabupaten Gowa. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif yang diperoleh dari kuesioner yang dibagikan dan berhubungan dengan masalah yang diteliti. Pengumpulan data dilakukan dengan observasi dan pembagian kuesioner. Dalam penelitian ini menggunakan metode skala likert. Berdasarkan hasil penelitian data dengan menggunakan perhitungan statistik melalui aplikasi *Statistical for the Social Science* (SPSS) versi 26 mengenai pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Jasa *Wedding Organizer* Rias Pengantin Ikha MUA di Kabupaten Gowa yang telah di bahas dari bab sebelumnya, maka penulis menarik Kesimpulan penting yaitu melalui uji parsial di peroleh hasil kualitas pelayanan yakni kehandalan, daya tanggap, jaminan, dan bukti fisik berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan pada variabel perhatian berpengaruh negatif dan signifikan terhadap kepuasan pelanggan. Selain itu, berdasarkan hasil pengujian simultan diperoleh hasil variabel kualitas pelayanan secara bersama – sama berpengaruh positif dan signifikan terhadap kepuasan konsumen. Jasa Rias Penganti Ikha MUA lebih memperhatikan kuitas pelayanan seperti keandalan, daya tanggap, jaminan, perhatian dan bukti fisik sebab hal ini menjadi faktor dan point penting kepuasan konsumen dapat terpenuhi. Dengan konsumen merasa puas dengan pelayanan Ikha MUA membuat konsumen tertarik untuk kembali menggunakan jasa Ikha MUA, hal ini akan memicu terjadinya peningkatan penjualan jasa Ikha MUA.

Kata Kunci : *Kualitas Pelayanan, Kepuasan Pelanggan*

ABSTRACT

NURUL RAMADHANI. 2024. *The Influence of Service Quality on Customer Satisfaction at the Ikha MUA Bridal Makeup Organizer Services in Gowa Regencys. Thesis. Departement of Faculty of Economis and business, University of Muhammadiyah Makassar. Supervised by: Andi Mappatempo dan Muh. Nur R.*

The purpose of this research is a type of quantitative research The influence of reliability (reliability), responsiveness (responsiveness), assurance (assurance), attention (empathy), and physical evidence (tangible) on consumer satisfaction with Ikha MUA wedding organizer services in Gowa Regency. The sample was taken from customers of Ikha MUA Bridal Makeup Organizer Services in Gowa Regency. The type of data used in this study is quantitative data obtained from distributed questionnaires and is related to the problem under study. Data collection was carried out by observing and distributing questionnaires. In this study, the data sources used in data collection include primary data and secondary data. The research instrument used in this study uses the likert scale method. Based on the result of data research using statistical calculations through the statistical package for the social science (SPSS) version 26 regarding The Influence of Service Quality on Customer Satisfaction at the Ikha MUA Bridal Makeup Organizer Services in Gowa Regencys which was discussed in the previous chapter, the author draws the conclusion that The important thing is that through partial tests, service quality results can be obtained, namely reliability, responsiveness, guarantee and physical evidence have a positive and significant effect on customer satisfaction and the attention variable has a negative and significant effect on customer satisfaction. Apart from that, based on the results of simultaneous testing, it was found that the service quality variables together had a positive and significant effect on consumer satisfaction. Ikha MUA Bridal Makeup Services pays more attention to service quality such as reliability, responsiveness, guarantees, attention and physical evidence because these are important factors and points for customer satisfaction to be met. With consumers feeling satisfied with Ikha MUA's services, consumers will be interested in using Ikha MUA's services again, this will trigger an increase in sales of Ikha MUA's services.

Keywords : Service Quality, Customer Satisfaction