

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada PT. Infomedia Nusantara Bogor. Kuesioner didistribusikan kepada 100 orang pelanggan. Metode yang digunakan dalam penelitian ini adalah metode *survey*, bentuk penelitian yaitu *deskriptif* dan *verifikatif*. Hasil penelitian menunjukkan bahwa secara simultan kualitas pelayanan berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan pada PT. Infomedia Nusantara Bogor. Sedangkan secara parsial bukti fisik berpengaruh positif dan signifikan terhadap kepuasan pelanggan, empati berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kehandalan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, daya tanggap berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan jaminan berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada PT. Infomedia Nusantara Bogor.

Kata Kunci : Kualitas Pelayanan, Bukti Fisik, Empati, Kehandalan, Daya Tanggap, Jaminan dan Kepuasan Pelanggan.

ABSTRACT

This study aims to determine the effect of service quality on customer satisfaction at PT. Infomedia Nusantara Bogor. Questionnaires were distributed to 100 customers. The method used in this study is a survey method, the forms of research are descriptive and verification. The results showed that simultaneously service quality had a positive and significant effect on customer satisfaction at PT. Infomedia Nusantara Bogor. While partially physical evidence has a positive and significant effect on customer satisfaction, empathy has a positive and significant effect on customer satisfaction, reliability has a positive and significant effect on customer satisfaction, responsiveness has a positive and significant effect on customer satisfaction and assurance has a positive and significant effect on customer satisfaction at PT. Infomedia Nusantara Bogor.

Keywords: Service Quality, Physical Evidence, Empathy, Reliability, Responsiveness, Assurance and Customer Satisfaction.