

The Influence of Service Quality, Location, Price and Facilities on Gas Station Customer Satisfaction 54.623.34, Hafidz Nasrulloh, Nawari, SE.,MM, Saifuddin Zuhri, SE.,MM, 2023, Management Study Program, Faculty of Economics, Darul 'Ulum Lamongan Islamic University

ABSTRACT

This study aims to determine the effect of service quality, location, price and facilities on customer satisfaction at gas station 54.623.34. This study used a quantitative method which was carried out on 54.623.34 gas station customers using primary data obtained directly from distributing questionnaires to 97 respondents. Data analysis used SPSS v.25 for windows by testing multiple linear regression analysis, coefficient of determination and hypothesis testing. This study obtained a regression equation $Y=0.753 + 0.129 X1 + 0.027 X2+ 0.013 X3+ 0.393 X4+ e$. The results of this multiple linear regression show an Adjusted R Square value of 0.719 which shows the effect of service quality, location, price and facilities on customer satisfaction at SPBU 54,623.34 of 71.9% while the rest is influenced by other variables outside the variables of this study. The conclusion from the research results is the effect of service quality, location, price and facilities on customer satisfaction at gas stations 54.623.34 of $0.000 < 0.05$. The service quality variable has a positive and significant effect on customer satisfaction $0.031 < 0.05$. The location variable has no positive and significant effect on customer satisfaction $0.319 > 0.05$. The price variable has no positive and significant effect on customer satisfaction $0.837 > 0.05$. The facility variable has a positive and significant effect on customer satisfaction $0.000 < 0.05$. The conclusion from the results of this study simultaneously has a positive and significant effect on customer satisfaction at gas station 54.623.34 with a sig. $0.000 < 0.05$.

Keywords: Service Quality, Location, Price, Facilities and Customer Satisfaction.

Pengaruh Kualitas Pelayanan, Lokasi, Harga dan Fasilitas Terhadap Kepuasan Pelanggan SPBU 54.623.34, Hafidz Nasrulloh, Nawari, SE.,MM, Saifuddin Zuhri, SE.,MM, 2023, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, lokasi, harga dan fasilitas terhadap kepuasan pelanggan SPBU 54.623.34. Penelitian ini menggunakan metode kuantitatif yang dilakukan pada pelanggan SPBU 54.623.34 menggunakan data primer yang diperoleh secara langsung dari penyebaran kuesioner dengan 97 responden. Analisis data menggunakan SPSS v.25 *for windows* dengan menguji analisis regresi linear berganda, koefisien determinasi dan uji hipotesis. Penelitian ini mendapat persamaan regresi $Y=0,753 + 0,129 X_1 + 0,027 X_2 + 0,013 X_3 + 0,393 X_4 + e$. Hasil regresi linear berganda ini menunjukkan nilai Adjusted R Square sebesar 0,719 yang menunjukkan pengaruh kualitas pelayanan, lokasi, harga dan fasilitas terhadap kepuasan pelanggan SPBU 54.623.34 sebesar 71,9% sedangkan sisanya dipengaruhi variabel lain diluar variabel penelitian ini. Kesimpulan dari hasil penelitian pengaruh kualitas pelayanan, lokasi, harga dan fasilitas terhadap kepuasan pelanggan SPBU 54.623.34 sebesar $0,000 < 0,05$. Variabel kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan $0,031 < 0,05$. Variabel lokasi tidak berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan $0,319 > 0,05$. Variabel harga tidak berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan $0,837 > 0,05$. Variabel fasilitas berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan $0,000 < 0,05$. Kesimpulan dari hasil penelitian ini secara simultan berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan SPBU 54.623.34 dengan nilai sig. $0,000 < 0,05$.

Kata Kunci : Kualitas Pelayanan, Lokasi, Harga, Fasilitas dan Kepuasan Pelanggan.