Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas pelayanan dengan kepuasan konsumen pengguna jasa parkir di Mall X Yogyakarta. Subjek dalam penelitian ini berjumlah 82 konsumen pengguna jasa parkir. Metode pengumpulan data menggunakan Skala Kualitas Pelayanan dan Skala Kepuasan Konsumen. Teknik analisis data yang digunakan adalah korelasi Product Moment dari Karl Pearson. Berdasarkan hasil analisis data diperoleh korelasi sebesar 0.767. Dengan p = 0.000 (p<0.001). Hasil tersebut menunjukkan bahwa terdapat hubungan yang positif dan signifikan antara kualitas pelayanan dengan kepuasan konsumen. Hipotesis dalam penelitian ini menunjukkan koefisien determinasi (R Squared) antara kualitas pelayanan dengan kepuasan konsumen sebesar 0.588 yang berarti sebanyak 58,8% %. Dan sisanya sebanyak 41,2% dipengaruhi oleh variabel lain.

Kata kunci : Jasa parkir, Kualitas Pelayanan, Kepuasan Konsumen

Abstract

This study aims to determine the relationship between service quality and customer satisfaction of parking service users at Mall X Yogyakarta. The subjects in this study amounted to 82 consumers who use parking services. The data collection method uses the Service Quality Scale and the Consumer Satisfaction Scale. The data analysis technique used is the Product Moment correlation of Karl Pearson. results Based on the analysis of the data obtained by 0.767. With p = 0.000 (p<0.001). These results indicate that there is a positive and significant relationship between service quality and customer satisfaction. The hypothesis in this study shows the coefficient of determination (R2) between service quality and customer satisfaction is 0.301, which means 30.1%. And the remaining 69.9% is influenced by other variables. The hypothesis in this study shows the coefficient of determination (R2) between service quality and customer satisfaction is 0.588, which means 58,8% And the remaining 41,2% is influenced by other variables.

Keywords: *Parking Service, Service Quality, Consumer Satisfaction*