

ABSTRAK

Kualitas pelayanan yang diberikan tidak sesuai yang diharapkan konsumen dan kinerja karyawan juga masih kurang memuaskan konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh secara simultan antara kualitas pelayanan dan kinerja karyawan terhadap kepuasan konsumen di Mie Gacoan Cabang USU Kota Medan. Rumusan masalah adalah berapa besar pengaruh kualitas pelayanan dan kinerja karyawan secara simultan terhadap kepuasan konsumen di Mie Gacoan Cabang USU Kota Medan.

Penelitian yang digunakan adalah penelitian deskriptif kuantitatif. Lokasi penelitian adalah Mie Gacoan Cabang USU Kota Medan yang beralamat di Jl. Dr. Mansyur, Kecamatan Medan Selayang, Provinsi Sumatera Utara. Waktu penelitian dilakukan mulai bulan Oktober 2023 – Maret 2024. Populasi penelitian adalah seluruh konsumen yang datang langsung di Mie Gacoan Cabang USU Kota Medan selama 15 hari mulai tanggal 13 November – 27 November 2023 dengan rata-rata 1.276 orang per hari. Jumlah sampel penelitian sebanyak 93 orang. Teknik analisis data yang digunakan adalah persamaan regresi linear berganda, koefisien determinasi (*R Square*), uji F dan t.

Dari hasil penelitian dan pembahasan dapat ditarik kesimpulan adalah persamaan regresi linear berganda yang diperoleh adalah $Y = 0,102 + 0,543X_1 + 0,406X_2$. Artinya, kualitas pelayanan dan kinerja karyawan berpengaruh positif terhadap kepuasan konsumen. Nilai koefisien determinansi (*R Square*) sebesar 0,698. Artinya, kepuasan konsumen dapat dijelaskan oleh variabel kualitas pelayanan dan kinerja karyawan sebesar 69,8%, sedangkan 30,2% lagi dijelaskan oleh faktor lain. Kualitas pelayanan berpengaruh secara parsial terhadap kepuasan konsumen, karena tingkat signifikansi sebesar $0,000 < 0,05$. Kinerja karyawan berpengaruh secara parsial terhadap kepuasan konsumen, karena tingkat signifikansi sebesar $0,001 < 0,05$. Kualitas pelayanan dan kinerja karyawan berpengaruh secara simultan terhadap kepuasan konsumen di Mie Gacoan Cabang USU Kota Medan, karena tingkat signifikansi sebesar $0,000 < 0,05$.

Kata Kunci: Kualitas Pelayanan, Kinerja Karyawan dan Kepuasan Konsumen

ABSTRACT

The quality of service provided is not as expected by consumers and employee performance is still not satisfactory to consumers. This research aims to determine the simultaneous influence of service quality and employee performance on consumer satisfaction at Mie Gacoan, USU Branch, Medan City. The formulation of the problem is how much influence service quality and employee performance simultaneously have on consumer satisfaction at Mie Gacoan, USU Branch, Medan City.

The research used is quantitative descriptive research. The research location is Mie Gacoan, USU Medan City Branch, located at Jl. Dr. Mansyur, Medan Selayang District, North Sumatra Province. The time of the research was carried out from October 2023 - March 2024. The research population was all consumers who came directly to the Mie Gacoan USU Branch in Medan City for 15 days from November 13 - November 27 2023 with an average of 1,276 people per day. The total research sample was 93 people. The data analysis techniques used are multiple linear regression equations, coefficient of determination (R Square), F and t tests.

From the results of the research and discussion, it can be concluded that the multiple linear regression equation obtained is $Y = 0.102 + 0.543X_1 + 0.406X_2$. This means that service quality and employee performance have a positive effect on consumer satisfaction. The coefficient of determination (R Square) is 0.698. This means that 69.8% of consumer satisfaction can be explained by service quality and employee performance variables, while another 30.2% is explained by other factors. Service quality has a partial effect on consumer satisfaction, because the significance level is $0.000 < 0.05$. Employee performance partially influences consumer satisfaction, because the significance level is $0.001 < 0.05$. Service quality and employee performance simultaneously influence consumer satisfaction at Mie Gacoan, USU Medan City Branch, because the significance level is $0.000 < 0.05$.

Key Wordk: *Service quality, employee performance and consumer satisfaction*