

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN AQILA *COOKIES*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui “Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan *Aqila Cookies*” Jenis penelitian ini adalah Kuantitatif yaitu suatu penelitian yang menanyakan hubungan antara dua variabel. Populasi dalam penelitian ini adalah Pelanggan *Aqila Cookies* di Kota Medan Sebanyak 30 Pelanggan (Responden). Data dalam penelitian ini adalah 960 respon. Berdasarkan hasil uji t dan uji F diperoleh bahwa kualitas pelayanan sangat berpengaruh secara positif dan signifikan terhadap variabel kepuasan pelanggan. Nilai R Square yang diperoleh sebesar 0,969 sehingga diperoleh koefisien determinasi = 96,9%. Angka tersebut menunjukkan bahwa Kualitas pelayanan memberikan kontribusi sebesar 96.9 % terhadap variabel Kepuasan pelanggan di *Aqila Cookies* dan sebesar 3.1% dijelaskan oleh variabel lain diluar penelitian ini.

Kata Kunci : Kualitas pelayanan, Kepuasan Pelanggan, *Cookies*.

**THE EFFECT OF SERVICE QUALITY ON
CUSTOMER SATISFACTION AT
AQILA COOKIES**

ABSTRACT

This research aims to determine "The Effect Quality Analysis of Aqila Cookies Customer Satisfaction". This type of research is Quantitative, namely a study that asks about the relationship between two variables. The population in this study were 30 Aqila Cookies customers in Medan City (Respondents). The data in this study were 960 responses. Based on the results of the t test and F test, it was found that service quality has a very positive and significant influence on the customer satisfaction variable. The R Square value obtained was 0.969 so that the coefficient of determination = 96.9% was obtained. This figure shows that service quality contributes 96.9% to the customer satisfaction variable at Aqila Cookies and 3.1% is explained by other variables outside this research.

Keywords: *Service quality, Customer Satisfaction, Cookies.*