

***THE INFLUENCE OF DIMENSIONS OF SERVICE QUALITY
RELIABILITY TO CUSTOMER SATISFACTION IN
BENGKALIS PONSEL***

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Abstract

This study aims to determine and analyze the effect of the dimensions of service quality reliability on customer satisfaction in Bengkalis Ponsel. The type of research used in this research is associative research. The samples taken in this study were 100 respondents, namely the Bengkalis community who became customers of Bengkalis Ponsel. Data were collected in the form of a questionnaire with a nonprobability sampling method of selecting samples, namely the snowball sampling technique. Analyzed using simple correlation test, simple linear regression test and hypothesis testing. The results in this study indicate that the quality of service reliability has a positive and significant effect with the coefficient of determination of 0.577 or equal to 57.7% on customer satisfaction at Bengkalis Ponsel, while the remaining 0.423 or 42.2% percent is caused by variables other than service quality reliability which is not discussed in this study.

Keywords : Bengkalis Ponsel, Customer Satisfaction, Quality