

**ANALISIS PENGARUH KUALITAS *RESPONSIVENESS*
TERHADAP KEPUASAN PELANGGAN DI *COFFEE SHOP*
OMJEI
(Studi Kasus Pada Masyarakat Bagansiapiapi)**

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Abstrak

Penelitian ini dilakukan bertujuan untuk menganalisa tanggapan responden terhadap kualitas *responsiveness*, menganalisa tanggapan responden terhadap kepuasan pelanggan, dan untuk menganalisa pengaruh kualitas *responsiveness* terhadap kepuasan pelanggan pada *Coffee Shop* Omjei. Penelitian ini adalah penelitian asosiatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *nonprobability sampling* dengan teknik *accidental sampling* dan *purposive sampling*, jumlah responden sebanyak 100 responden. Hasil penelitian ini dianalisis menggunakan regresi linear sederhana dan menunjukkan signifikan. Koefisien korelasi bernilai positif dan searah sebesar 0,895. Persamaan regresi linear sederhana yang bernilai positif pada $Y = 1,265 + 0,699X$ dan koefisien determinasi menunjukkan angka 0,801 yang artinya kualitas *responsiveness* mempengaruhi kepuasan pelanggan sebesar 80,1%, sedangkan 19,9% dipengaruhi oleh variabel lain diluar penelitian seperti, *Relibility*, *Assurance*, *Empathy*, *Tangiles*. Hasil penelitian ini menunjukkan bahwa kualitas *responsiveness* berpengaruh dan signifikan terhadap kepuasan pelanggan dengan nilai thitung lebih besar dari pada nilai ttabel yaitu $19,849 > 1,984$ yang berarti H_0 ditolak dan H_a diterima. Ini menyatakan bahwa variabel kualitas *responsiveness* mempengaruhi kepuasan pelanggan.

Kata Kunci: *Responsiveness*, Kepuasan Pelanggan, *Coffee Shop* Omjei

**ANALYSIS OF THE EFFECT OF RESPONSIVENESS QUALITY
ON CUSTOMER SATISFACTION AT OMJEI COFFEE SHOP
(Case Study on Bagansiapiapi Community)**

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Abstract

This study was conducted with the aim of analyzing respondents' responses to the quality of responsiveness, analyzing respondents' responses to customer satisfaction, and to analyze the effect of responsiveness quality on customer satisfaction at Omjei Coffee Shop. This study is an associative study. The sampling technique used in this study is nonprobability sampling with accidental sampling and purposive sampling techniques, the number of respondents is 100 respondents. The results of this study were analyzed using simple linear regression and showed significant. The correlation coefficient is positive and in the same direction of 0.895. The simple linear regression equation has a positive value at $Y = 1.265 + 0.699X$ and the coefficient of determination shows the number 0.801 which means that the quality of responsiveness affects customer satisfaction by 80.1%, while 19.9% is influenced by other variables outside the study such as Reliability, Assurance, Empathy, Tangibles. The results of this study indicate that the quality of responsiveness has a significant effect on customer satisfaction with a calculated t value greater than the t table value of $19.849 > 1.984$ which means that H_0 is rejected and H_a is accepted. This states that the responsiveness quality variable influences customer satisfaction.

Keywords: Responsiveness, Customer Satisfaction, Omjei Coffee Shop