

ANALYSIS OF THE INFLUENCE OF RESPONSIVENESS ON CUSTOMER SATISFACTION AT PERUMDA AIR MINUM TIRTA TERUBUK, BENGKALIS SUB-DISTRICT

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ABSTRACT

This study aims to identify and analyze the effect of responsiveness on customer satisfaction at Perumda Air Minum Tirta Terubuk in Bengkalis Sub-district. Responsiveness is one of the essential dimensions of service quality, which includes speed of service, willingness to help, alertness, and the ability to deliver clear information. Responsive service is believed to have a direct impact on customer satisfaction. This research uses a quantitative method with an associative approach. Data were collected through questionnaires distributed to 100 respondents who are active customers of Perumda Air Minum Tirta Terubuk. The data analysis techniques used include validity and reliability tests, simple linear regression, correlation analysis, and hypothesis testing with the help of SPSS version 20. The results show that the responsiveness variable has a positive and significant effect on customer satisfaction. This is evidenced by the coefficient of determination (R^2) value of 0.349 or 34.9%, meaning that 34.9% of customer satisfaction variation can be explained by the responsiveness variable, while the remaining 65.1% is influenced by other factors outside this study. Thus, the higher the level of service responsiveness, the higher the level of customer satisfaction.

Keywords: Responsiveness, Customer Satisfaction, Service Quality, Perumda Air Minum Tirta Terubuk