

ANALISIS PENGARUH KUALITAS LAYANAN *RESPONSIVENESS* TERHADAP KEPUASAN PELANGGAN PADA UMKM *LAW CHICKEN* (Studi Kasus Masyarakat Kecamatan Bengkalis)

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Abstrak

Penelitian ini dilakukan bertujuan untuk menganalisis tanggapan responden mengenai kualitas layanan *responsiveness*, menganalisis tanggapan responden mengenai kepuasan pelanggan, dan untuk menganalisis pengaruh kualitas layanan *responsiveness* terhadap kepuasan pelanggan pada *Law Chicken*. Penelitian ini adalah penelitian asosiatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *Non Probability Sampling* dengan teknik *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 0,724. Persamaan regresi linear sederhana yang bernilai positif pada $Y = 2.644 + 0,863$ dan koefisien determinasi menunjukkan angka 0,525 yang artinya kualitas layanan *responsiveness* mempengaruhi kepuasan pelanggan sebesar 52,5% , sedangkan 47,5% dipengaruhi oleh variabel lain seperti, *reliability, assurance, Tangible*. Hasil penelitian ini menunjukkan bahwa kualitas layanan *responsiveness* berpengaruh dan signifikan terhadap kepuasan pelanggan dengan nilai t_{hitung} lebih besar daripada t_{tabel} yaitu $10.403 > 1.984$ yang berarti H_a diterima dan H_o ditolak. Ini menyatakan bahwa variabel kualitas layanan *responsiveness* mempengaruhi kepuasan pelanggan.

Kata Kunci: Kepuasan Pelanggan, Kualitas Layanan, Regresi Linear Sederhana, *Responsiveness*, UMKM *Law Chicken*

**ANALYSIS OF THE EFFECT OF SERVICE QUALITY
(RESPONSIVENESS) ON CUSTOMER SATISFACTION
AT LAW CHICKEN
(A Case Study of the Community in Bengkalis Subdistrict)**

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Abstract

This study was conducted to analyze respondents' perceptions of service responsiveness, analyze respondents' perceptions of customer satisfaction, and analyze the effect of service responsiveness on customer satisfaction at Law Chicken. This is an associative study. The sampling technique used in this study was non-probability sampling with a purposive sampling method, involving a total of 100 respondents. The results of this study were analyzed using simple linear regression and were found to be statistically significant. The correlation coefficient was positive and direct, with a value of 0.724. The positive simple linear regression equation is $Y = 2.644 + 0.863$, and the coefficient of determination is 0.525, meaning that service responsiveness quality accounts for 52.5% of customer satisfaction, while the remaining 47.5% is influenced by other variables such as reliability, assurance, and tangibles. The results of this study indicate that service quality in terms of responsiveness has a significant effect on customer satisfaction, with a calculated t -value greater than the critical t -value ($10.403 > 1.984$), meaning that the alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is rejected. This confirms that the service quality variable of responsiveness influences customer satisfaction.

Keywords: Customer Satisfaction, Service Quality, Simple Linear Regression, Responsiveness, Law Chicken MSME.