

ABSTRACT

**INFLUENCE OF THE RESPONSIVENESS TO CUSTOMER
SATISFACTION OF THE YOSTIEN'S WEDDING GALLERY DI
TASIKMALAYA**

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The objective of this research is to known and analyze the customer satisfaction of the Yostien's Wedding Gallery Di Tasikmalaya through responsiveness.

The method used is survey data, obtained directly through questionnaires to 40 respondents from consumers the Yostien's Wedding Gallery Di Tasikmalaya. Sampling used accidental sampling methods and methods of analysis used in this research was the regression analysis.

Based on the research results show that responsiveness and customer satisfaction in the Yostien's Wedding Gallery Di Tasikmalaya included in either classification. Based on responsiveness hypothesis testing has no significant effect on customer satisfaction on the Yostien's Wedding Gallery Di Tasikmalaya.

Keywords: responsiveness, customer satisfaction

ABSTRAK

PENGARUH RESPONSIVENESS TERHADAP KEPUASAN PELANGGAN PADA YOSTIEN'S WEDDING GALLERY DI TASIKMALAYA

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Untuk presentasi ini adalah untuk mengetahui dan menganalisis kepuasan pelanggan pada Yostien's Wedding Gallery Tasikmalaya yaitu melalui *Responsiveness*.

Metode penelitian yang digunakan adalah metode survey Data yang diperoleh langsung melalui kuesioner kepada 40 responden yang diambil dari pelanggan Yostien's Wedding Gallery Tasikmalaya. Penarikan sampel menggunakan metode *accidental sampling* dan metode analisis yang digunakan dalam penelitian ini adalah regresi sederhana.

Berdasarkan hasil penelitian diketahui bahwa *Responsiveness* dan Kepuasan Pelanggan pada Yostien's Wedding Gallery Tasikmalaya termasuk dalam klasifikasi baik. Berdasarkan pengujian hipotesis *responsiveness* berpengaruh signifikan terhadap kepuasan pelanggan Yostien's Wedding Gallery Tasikmalaya.

Kata Kunci: *responsiveness*, kepuasan pelanggan