

ABSTRACT

THE INFLUENCE OF TERRA (TANGIBLES, EMPHATY, RESPONSIVENESS, RELIABILITY, ASSURANCE) ON CUSTOMER SATISFACTION (Survey on Chiller Cafe Tasikmalaya Customers)

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The objectives of this research is to determine and analyze the influence of Tangibles, Empathy, Responsiveness, Reliability, and Assurance on Customer Satisfaction at Chiller Cafe. The research method used in this study is the survey method, while the type of data used in this study is primary data. This study is Chiller Café Tasik customers, with a sampling technique using the purposive sampling method. The data analysis technique used is multiple regression analysis. The results of this study prove that tangibles, empathy, responsiveness, reliability, and assurance have an effect on customer satisfaction at Chiller Cafe Tasikmalaya.

Keywords: Tangibles, Empathy, Responsiveness, Reliability, Assurance, Customer Satisfaction.

ABSTRAK

PENGARUH TERRA (*TANGIBLES, EMPHATY, RESPONSIVENESS, RELIABILITY, ASSURANCE*) TERHADAP KEPUASAN PELANGGAN (Survei Pada Pelanggan Chiller Cafe Tasikmalaya)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Tangibles, Emphaty, Responsiveness, Reliability*, dan *Assurance* terhadap Kepuasan Pelanggan Chiller Cafe. Metode penelitian yang digunakan dalam penelitian ini adalah metode survey, sedangkan jenis data yang digunakan dalam penelitian ini adalah data primer. Penelitian ini adalah pelanggan Chiller Café Tasik, dengan teknik penarikan sampel menggunakan metode *purposive sampling*. Teknik analisis data yang digunakan adalah analisis regresi berganda. Hasil penelitian ini membuktikan bahwa *tangibles, emphaty, responsiveness, reliability*, dan *assurance* berpengaruh terhadap kepuasan pelanggan Chiller Cafe Tasikmalaya.

Kata Kunci: *Tangibles, Emphaty, Responsiveness, Reliability, Assurance*, Kepuasan Pelanggan.