

ABSTRAK

Pandu Jaya Laksono (2026). “*Pengaruh Kualitas Pelayanan terhadap Tingkat Kepuasan Peserta Lembaga Pelatihan Kerja di LPK SO Embun*”. Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi.

Penelitian ini dilatarbelakangi oleh pentingnya kualitas pelayanan dalam meningkatkan kepuasan peserta pelatihan. Kualitas pelayanan yang baik diharapkan mampu memenuhi harapan peserta, memberikan manfaat yang optimal, serta menciptakan kepuasan selama mengikuti pelatihan. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan peserta pelatihan di LPK SO Embun Tasikmalaya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif. Sampel penelitian berjumlah 32 peserta pelatihan yang ditentukan menggunakan teknik sampling jenuh. Pengumpulan data dilakukan melalui angket. Variabel kualitas pelayanan diukur berdasarkan dimensi *SERVQUAL* yang meliputi *tangible*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Variabel kepuasan peserta diukur melalui indikator kesesuaian harapan, manfaat yang dirasakan, dan kepuasan peserta pelatihan. Analisis data menggunakan statistik deskriptif, uji normalitas, dan regresi linear sederhana dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa kualitas pelayanan berada pada kategori baik, sedangkan kepuasan peserta pelatihan berada pada kategori tinggi. Hasil uji regresi linear sederhana menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan peserta pelatihan dengan nilai signifikansi 0,000 ($< 0,05$). Nilai koefisien determinasi (R^2) sebesar 0,653 menunjukkan bahwa kualitas pelayanan memberikan kontribusi sebesar 65,3% terhadap kepuasan peserta pelatihan, sedangkan 34,7% dipengaruhi oleh faktor lain di luar penelitian. Kesimpulannya, semakin baik kualitas pelayanan yang diberikan, maka semakin tinggi tingkat kepuasan peserta pelatihan di LPK SO Embun Tasikmalaya.

Kata Kunci: Kualitas Pelayanan, Kepuasan Peserta Pelatihan, LPK SO Embun.

ABSTRACT

Pandu Jaya Laksono (2026). ***“The Influence of Service Quality on the Satisfaction Level of Training Participants at SO Embun Job Training Institute (LPK SO Embun)”***. Department of Community Education, Faculty of Teacher Training and Education, Universitas Siliwangi.

This study was motivated by the importance of service quality in improving participant satisfaction. High-quality services are expected to meet participants' expectations, provide optimal benefits, and create satisfaction throughout the training process. The purpose of this study was to determine the influence of service quality on the satisfaction of training participants at LPK SO Embun Tasikmalaya. This research employed a quantitative approach using an associative method. The sample consisted of 32 training participants selected through a saturated sampling technique. Data were collected using a questionnaire. The service quality variable was measured based on the SERVQUAL dimensions, including tangibles, reliability, responsiveness, assurance, and empathy. The participant satisfaction variable was measured through indicators of expectation conformity, perceived benefits, and participant satisfaction. Data analysis was conducted using descriptive statistics, normality testing, and simple linear regression with the assistance of SPSS software. The results indicated that service quality was categorized as good, while participant satisfaction was categorized as high. The simple linear regression analysis revealed that service quality had a positive and significant effect on participant satisfaction, with a significance value of 0.000 (< 0.05). The coefficient of determination (R^2) was 0.653, indicating that service quality contributed 65.3% to participant satisfaction, while the remaining 34.7% was influenced by other factors not examined in this study. In conclusion, the better the service quality provided, the higher the level of satisfaction among training participants at LPK SO Embun Tasikmalaya.

Keywords: Service Quality, Training Participant Satisfaction, LPK SO Embun.