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**Nurlaela Sideng Nim 211 408 236** “Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada PT. Putra Sulawesi Sejati Perkasa Gorontalo”. Program Studi Pendidikan Ekonomi, Jurusan Pendidikan Ekonomi, Fakultas Ekonomi dan Bisnis, Universitas Negeri Gorontalo dibawah bimbingan Supardi Nani SE., M.Si dan Hj. Irawati Abdul SE., M.Si.

Penelitian ini bertujuan untuk menganalisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada PT. Putra Sulawesi Sejati Perkasa Gorontalo. Rumusan masalah dalam penelitian ini adalah seberapa besar pengaruh Kualitas pelayanan terhadap kepuasan konsumen pada PT. Putra Sulawesi Sejati Perkasa Gorontalo.

Dalam penelitian ini, peneliti menerapkan metode kuantitatif dengan menggunakan analisis secara statistik melalui uji regresi, uji koefisien korelasi dan determinasi. Berdasarkan hasil penelitian dan analisis data, Dalam penelitian ini diperoleh persamaan regresi  $Y = 5,75 + 0,90 X$  model tersebut dapat dikatakan bahwa Kualitas Pelayanan mempunyai pengaruh yang positif terhadap Kepuasan Konsumen. Hasil pengujian ini menghasilkan nilai Koefisien Determinasi 0,8281 yang berarti bahwa kualitas pelayanan berpengaruh terhadap kepuasan konsumen sebesar 82,81%, sedangkan sisanya 0,1719% diterangkan oleh factor lain.

**Kata Kunci : Kualitas Pelayanan dan Kepuasan Konsumen**



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**Nurlaela Sideng Student's ID 211 408 236.** "The Influence of Service Quality toward Consumer's Satisfaction at PT. Putra Sulawesi Sejati Perkasa Gorontalo". Study Program Of Economics and Education. Department of Economics, Faculty Of Economics and Business, Universitas Negeri Gorontalo. It was supervised by Supardi Nani SE., M.Si as the principal supervisor and Hj. Irawati Abdul SE., M.Si as the co-supervisor..

The aim of this research was to investigate the influence of Service quality toward Consumer's Satisfaction at PT. Putra Sulawesi Sejati Perkasa Gorontalo. This Formula research internal problems how big the influence of service Quality to consumer's satisfaction at PT. Putra Sulawesi Sejati Perkasa Gorontalo.

In this research, researcher apply quantitative method by using analysis statistically test of regression, coefficient correlation test and of determination. The result of data analysis and research, In this research obtained equation of Y regression =  $5,75 + 0,90$  the X model can be said the Service Quality have influence which are positive of Consumer's Satisfaction. Result of this examination yield Coefficient Determination value as high 0,8281 meaning that service Quality have influence customer's satisfaction as high 82,81%, and the rest was 0,1719% explained by another factor.

**Key word: Service Quality and Customer Satisfaction.**