

SAM FADLAN TAHADJU. NPM : 91511404122051. **Pengaruh *Trust*, *Reputation* dan *Service Quality* Terhadap *Customer Satisfaction* Pada SPBU 74.94619 Kayamanya**, Dibimbing oleh Bapak Dr. Holmes Rolandy K. dan Adolf O.S. Lubalu, SE., MM.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Trust*, *Reputation* dan *Service Quality* Terhadap SPBU 74.94619 Kayamanya. Adapun populasi yang digunakan adalah pelanggan SPBU Kayamanya. Teknik pengambilan sampel dalam penelitian ini dilakukan dengan metode *Simple Random Sampling* dengan sampel sebanyak 84 responden. Pengumpulan data dilakukan dengan menggunakan kuesioner. Data diolah dengan analisis regresi berganda menggunakan alat *computer statistical program for social science* (SPSS).

Berdasarkan hasil penelitian, diperoleh persamaan regresi sebagai berikut $Y = 4,291 + 0,162X_1 + 0,355X_2 + 0,274X_3 + e$. Berdasarkan analisis data, Setiap indikator pada penelitian ini bersifat valid dan variabelnya bersifat reliabel. Pada pengujian asumsi klasik, model regresi bebas multikolonieritas, tidak terjadi heteroskedastisitas dan berdistribusi normal. Koefisien determinasi R^2 yang diperoleh sebesar 0,402. Hal ini berarti 40,2% *Customer Satisfaction* ditentukan oleh variabel *Trust*, *Reputation*, dan *Service Quality*, sisanya yaitu 59,8% ditentukan oleh variabel lain. Hasil uji f menunjukkan bahwa *Trust*, *Reputation*, dan *Service Quality* secara simultan berpengaruh signifikan terhadap *Customer Satisfaction*, dengan nilai f hitung sebesar 17,939 dengan signifikansi sebesar $0,000 < 0,05$. Hasil pengujian hipotesis yaitu uji t membuktikan bahwa variabel *Reputation* dan *Service Quality* mempunyai pengaruh signifikan, sedangkan variabel *Trust* tidak berpengaruh signifikan terhadap *Customer Satisfaction* pada SPBU 74.94619 Kayamanya. Nilai t hitung variabel *Trust* 1,937 dengan signifikansi sebesar $0,056 > 0,05$, Nilai t hitung variabel *Reputation* 3,305 dengan signifikansi sebesar $0,001 < 0,05$ dan Nilai t hitung variabel *Service Quality* 2,956 dengan signifikansi sebesar $0,004 < 0,05$.

Kata Kunci : *Trust*, *Reputation*, *Service Quality*, *Customer Satisfaction*



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ABSTRACT

The objective of this research is to find out the influence of trust, reputation, and service quality toward customer satisfaction at Kayamanya SPBU 74.94619. Population of this research is customer at Kayamanya SPBU. The sample is taken by using simple random sampling that consists of 84 respondents. The data is collected from questionnaire. Data is processed with multiple regression analysis by using computer statistical program for social science (SPSS).

Based on the result of the research, it is gained as follows: $Y = 4,291 + 0,162X_1 + 0,355X_2 + 0,274X_3 + e$. Based on the data analysis, each indicator in this research is valid and the variable is reliable. On the classic assumption test, multicollinearity free regression model, there is no heteroscedasticity and normal distribution. Determination coefficient R^2 which is obtained is 0,402. It means that 40,2% of Customer Satisfaction is determined by the variables of trust, reputation, and service quality, the rest 59,8% is determined by other variable. The result of t test shows that trust, reputation, and service quality simultaneously have significant influence toward customer satisfaction, the f count is 17,939 with significant as much as $0,000 < 0,05$. The result of testing hypothesis is that t test prove that the variable of reputation and service quality have significant influence, while variable of trust has no significant influence toward customer satisfaction at Kayamanya SPBU 74.94619. The value of t count trust variable is 1,937 and the significant is $0,056 > 0,05$, t count of reputation variable is 3,305 and the significant is $0,001 < 0,05$, and t count of service quality variable is 2,956 and thw significant is $0,004 < 0,05$.

Keywords: *Trust, Reputation, Service Quality, Customer Satisfaction*