

## ABSTRAK

Penelitian ini dilakukan pada pelanggan konsumen pemakai lapangan futsal Zona Gumuk Kerang Mastrib-Jember. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan konsumen pemakai lapangan futsal Zona Gumuk Kerang Mastrib-Jember. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 60 responden dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel *tangible* (berwujud), *reliability* (kehandalan), *responsiveness* (ketanggapan), *assurance* (kepercayaan) dan *empathy* (empati), berpengaruh positif terhadap kepuasan pelanggan. Dari uji t diperoleh hasil variabel *tangible* (berwujud), *reliability* (kehandalan), *responsiveness* (ketanggapan), *assurance* (kepercayaan) dan *empathy* (empati), berpengaruh positif, semuanya berpengaruh signifikan terhadap kepuasan pelanggan.

**Kata kunci:** *tangible*, *reliability*, *responsiveness*, *assurance*, *empathy*, dan kepuasan pelanggan.

## ABSTRACT

*This research was conducted at lapangan futsal Zona Gumuk Kerang Mastrib-Jember. This study aims to determine the effect of tangible, reliability, responsiveness, assurance and empathy variable on the satisfaction of consumer lapangan futsal Zona Gumuk Kerang Mastrib-Jember. In this study the data was collected by means of observations, interviews and questionnaires on 60 respondents with purposive sampling technique, which aims to determine respondents' perceptions of each variable. The analysis used includes test data instruments (validity test, and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (test, coefficient of determination). From the results of the analysis using regression, it can be seen that tangible, reliability, responsiveness, assurance and empathy variable on the satisfaction of consumer lapangan futsal Zona Gumuk Kerang Mastrib-Jember. From the t test, the results of the tangible, reliability, responsiveness, assurance and empathy variable on the*

*satisfaction of consumer lapangan futsal Zona Gumuk Kerang Mastrib-Jember, all of which had a significant effect on customer satisfaction.*

**Keywords:** tangible, reliability, responsiveness, assurance, empathy, and Kepuasan pelanggan.

