

ABSTRAK

Penelitian ini dilakukan pada konsumen Queen Laundry perumahan Gunung Batu Permai Jember. Penelitian ini bertujuan untuk mengetahui pengaruh Bauran Pemasaran Jasa terhadap Kepuasan Konsumen Queen Laundry di perumahan Gunung Batu Permai Jember. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara, dan kuesioner terhadap 50 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 *product, promotion, place, people, process, and physical evidence*, berpengaruh positif terhadap kepuasan konsumen Queen Laundry di perumahan Gunung Batu Permai Jember. Sedang variabel *Price* berpengaruh negatif. Dari uji t diperoleh hasil variabel *price, promotion, process, physical evidence, and process*, signifikan terhadap kepuasan pelanggan. Sedang *product, place, and people* tidak signifikan terhadap kepuasan konsumen Queen Laundry di perumahan Gunung Batu Permai Jember.

Kata kunci: *price, product, promotion, place, people, process, dan physical evidence*, kepuasan konsumen

ABSTRACT

This research was conducted at Queen Laundry of resident in Gunung Batu Permai Jember. This study aims to determine the effect of marketing mix of services on the satisfaction of consumer Queen Laundry in resident of Gunung Batu Permai Jember. In this study the data was collected by means of observations, interviews and questionnaires on 50 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 (t test, and coefficient of determination). From the results of the analysis using regression, it can be seen that product, promotion, place, people, process, and physical evidence is positif effect to the consdumer satisfaction of Queen Laundry in resident of Gunung Batu Permai Jember, but price is negatif. From the t test, the results of the price, promotion, physical evidence, and process on the satisfaction of consumer, all of which had a significant effect on customer satisfaction of Queen Laundry in resident of Gunung Batu Permai Jember. The variable of place, product, and people are not significant effect to customer of Queen laundry.

Keywords: price, product, promotion, place, people, process, and physical evidence, consumer satisfaction