

ABSTRAK

Penelitian ini memiliki tujuan untuk menguji adanya perbedaan signifikan kepuasan konsumen di lihat dari kualitas layanan yang terdiri dari : bukti fisik (*tangible*), keandalan (*reliability*) ketanggapan, (*responsiveness*), jaminan (*assurance*), perhatian (*Emphat*), antara minimarket Indomaret dan Alfamart di wilayah Jl. Karimata Jember. Sampel penelitian ini adalah konsumen Indomaret dan Alfamart. Sampel dilakukan dengan metode purposivesampling. Pengumpulan data dilakukan dengan kuisioner disebarkan langsung ke 50 konsumen Indomaret dan 50 konsumen Alfamart. Teknik analisis data yang digunakan Uji Beda *Independent-sampels t-test*, apabila data berdistribusi normal maka pengolahan data dilakukan dengan statistik parametrik, sedangkan apabila tidak berdsistribusi normal maka data di analisis menggunakan statistik non parametrik. Didalam penelitian ini dari hasil uji normalitas dapat diketahui bahwa hasil data berdistribusi tidak normal maka menggunakan statistik non parametrik *Mann Whitney U Test*. Berdasarkan hasil pnelitian, di temukan bahwa hasil Uji *Mann Whitney U Test* variabel *tangibel* dan *reability* ditemukan bahwa ada perbedaan yang signifikan pada Indomaret dan Alfamart di tinjau dari kualitas layanan, namun pada variabel *responsiveness*, *assurance*, *emphaty* tidak terdapat perbedaan yang signifikan pada Indomaret dan Alfamart di tinjau dari kualitas layanan

Kata Kunci: Kualitas layanan (*tangibel*, *reability*, *responsiveness*, *assurance*, *emphaty*) pada Indomaret dan Alfmart dan Uji Beda Berpasangan

ABSTRACT

This study has the objective to test for significant differences in customer satisfaction in view of the quality of services consists of: physical tangible, reliability, responsiveness, assurance, empathy, between minimarket Indomaret and Alfamart in the area of Karimata Jember Jl. The sample of this study were Indomaret and Alfamart consumers. The samples were carried out by purposive sampling method. The data collection was done by questionnaire distributed directly to 50 Indomaret consumers and 50 Alfamart consumers. The data analysis techniques used were Test Independent Independent-test, if the data is normally distributed then data processing is done with parametric statistics, whereas if it is not normally distributed the data is analyzed using non-parametric statistics. In this study from the normality test results it can be seen that the results of data are abnormally distributed using non-parametric statistics Mann Whitney U Test. Based on the results preliminary, the author found that the results of Mann Whitney U Test variables tangible and reliability found that there were significant differences in Indomaret and Alfamart in the review of the quality of service, but at a variable responsiveness, assurance, empathy is not a significant difference in Indomaret and Alfamart in terms of service quality

Keywords: *Service quality (tangible, reliability, responsiveness, assurance, empathy) at Indomaret and Alfamart and Different Paired Test*