

ABSTRAK

Rahel Agustina Sianturi, NIM 7141210024 “Pengaruh Service Excellence dan Keluhan Pelanggan Terhadap Loyalitas Pelanggan Mc Donald’s di Merdeka Walk Medan”. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2018.

Penelitian ini bertujuan untuk mengetahui pengaruh *service excellence* dan keluhan pelanggan terhadap loyalitas pelanggan Mc Donald’s di merdeka walk medan. Populasi dalam penelitian ini sebanyak konsumen, dan menggunakan teknik *simple random sampling*, teknik pengambilan sampel sebanyak 100 orang. Teknik pengumpulan data yang digunakan adalah melalui angket (kuesioner) yang pengukurannya dengan skala likert dan diolah secara statistik menggunakan analisis regresi berganda dan pengujian hipotesis uji t, uji f, dan koefisien determinan yang sebelumnya data telah di uji menggunakan uji validitas, uji reliabilitas, dan uji asumsi klasik. Pengolahan data menggunakan program *SPSS 20.0 for windows*.

Dari hasil uji validitas diperoleh $r_{hitung} > r_{tabel}$ untuk masing-masing item pertanyaan dan uji reliabilitas angket diperoleh *alpha cronbach* masing-masing variabel yaitu 0,757 untuk variabel X1, 0,727 untuk variabel X2, serta 0,727 untuk variabel Y. Nilai ini lebih besar dari taraf signifikan r_{tabel} yaitu 0,306.

Analisis data masing-masing variabel diperoleh persamaan regresi berganda $Y = 1,155 + 0,160 X_1 + 0,459 X_2 + e$. Diperoleh R^2 sebesar 0,459, yang berarti X1 dan X2 menjelaskan pengaruh terhadap variabel Y sebesar 45,9% sedangkan sisanya dijelaskan variabel lain diluar penelitian. Uji parsial yang dihasilkan masing-masing variabel bebas berpengaruh terhadap variabel terikat dengan signifikansi penelitian lebih kecil dari 0,1 sehingga hipotesis diterima, serta hasil perhitungan uji simultan sebesar 41,143 dengan f_{tabel} 3,09 yang artinya $F_{hitung} > F_{tabel}$ dengan *level of significant* (α) $0,000 < 0,05$, yang artinya hipotesis diterima yaitu *service excellence* dan keluhan pelanggan secara bersama-sama berpengaruh signifikan terhadap loyalitas pelanggan Mc Donald’s di Merdeka Walk Medan .

Kata Kunci: *service excellence*, keluhan pelanggan, loyalitas pelanggan

ABSTRACT

Rahel Agustina Sianturi, NIM 7141210024 "The Effect of Service Excellence and Customer Complaints on Mc Donald's Customer Loyalty on Merdeka Walk Medan". Thesis Department of Management, Faculty of Economics, Medan State University, 2018.

This study aims to determine the effect of service excellence and customer satisfaction on Mc Donald's customer loyalty on merdeka walk medan. The population in this study was as many as consumers, and using simple random sampling technique, the sampling technique was 100 people. The data collection technique used is through questionnaires (questionnaires) that measure it with a Likert scale and are statistically processed using multiple regression analysis and testing the t test hypothesis, f test, and determinant coefficients that previously the data has been tested using validity test, reliability test, and classic assumption test. Processing data using the SPSS 20.0 for Windows program.

From the results of the validity test obtained $r_{count} > r_{table}$ for each question item and questionnaire reliability test obtained cronbach alpha each variable is 0.757 for variable X1, 0.727 for variable X2, and 0.727 for variable Y. This value is greater than significant level r_{table} which is 0.306.

Data analysis of each variable obtained a multiple regression equation $Y = 1.155 + 0.160 X1 + 0.459 X2 + e$. R^2 is obtained for 0.459, which means that X1 and X2 explain the effect on variable Y of 45.9% while the rest are explained by other variables outside the research. The partial test produced by each independent variable influences the dependent variable with the significance of the study smaller than 0.1 so that the hypothesis is accepted, and the results of the simultaneous test calculation are 41.143 with f_{table} 3.09 which means $F_{count} > F_{table}$ with level of significant $(\alpha) 0,000 < 0,05$, which means the accepted hypothesis, namely service excellence and customer complaints together have a significant effect on Mc Donald's customer loyalty at Merdeka Walk Medan.

Keywords: *service excellence, customer complaints, customer loyalty*

