

***THE EFFECT OF RELIABILITY, RESPONSIBILITY, GUARANTEE,
EMPATHY AND PHYSICAL EVIDENCE IN QUALITY OF SERVICES ON
CUSTOMER SATISFACTION LEVEL OF AMARTHA COOPERATIVE
(Study on Customers of Amartha Cooperative Mojopacet Mojokerto Branch)***

ABBTRACT

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This study aims to determine and analyze the effect of service quality on customer satisfaction in the Amartha Cooperative. The research uses an explanatory research method which is carried out through data collection in the field. The population is customers who enter into a contract with the Amartha Cooperative Mojopacet Branch in 2021 with a sample of 94 respondents, data analysis using multiple Linear Regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it shows that perceived reliability has a role in customer satisfaction of the Amartha Cooperative, Mojopacet Branch, responsiveness has a role in customer satisfaction, Amarth Cooperative, Mojopacet Branch, assurance has a role in customer satisfaction, Amarth Cooperative, Mojopacet branch, Empathy. play a role in customer satisfaction of the Amarth Cooperative Mojopacet Branch, physical evidence (tangible) has a role in customer satisfaction of the Amarth Cooperative Mojopacet branch and service quality includes variables of perception of reliability (reliability), perception of responsiveness (responsiveness), perception of assurance (assurance), perception of empathy (emphaty).) and the perception of physical evidence (tangible) play a role in increasing customer satisfaction of the Amarth Cooperative Mojopacet Branch

Keywords: reliability, responsiveness, assurance, empathy and physical evidence, service quality and satisfaction leve