

# **PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PENUMPANG DI TERMINAL PT. PELNI CABANG PELABUHAN TANJUNG PRIOK**

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## **Abstrak**

Pengaruh kualitas pelayanan dari kepuasan penumpang pada terminal pelabuhan PT PELNI cabang pelabuhan tanjung priok. Penelitian ini utnuk mendapatkan pengaruh kualitas pelayanan dari kepuasan penumpang rumus nilai kepuasan menggunakan analisis regresi linier berganda. Perhitungan membutuhkan 90 sampel responden, dengan tahapan perhitungan adalah uji validasi, ujireliabilitasi, skala pengukuran variabel , uj F, Uji t, Hasil perhitungan didapat  $y= 6,744 + 0,562(x_1) - 0,266(x_2) + 0,293(x_3)$  dimana  $X_1 =$  Variable Tangible  $x_2=$  Variabel Responceveness  $x_3=$ Vaiabel Assurance di terminal Pelabuhan PT. PELNI Cabang Tanjug Priok mendapat nilai hasil 6,502

**Kata Kunci :** Kualitas Pelayanan, Kepuasan Penumpang.

# THE INFLUENCE OF THE QUALITY SERVICE TO THE SATISFACTION OF THE PASSENGERS AT TERMINAL PT. PELNI BRANCH OF TANJUNG PRIOK.

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## **Abstract**

*The Service Quality influence of Passenger Satisfaction at PT PELNI terminal port of Tanjung Priok branch. The research wants to know the service quality influence of passenger satisfaction, the formula satisfaction value uses linear regression analysis, the calculation needs 90 sample data with the science calculation validity test, reliability test, scale of variable measurement, F test, t test, the result calculation has obtained as  $Y = 6,744 + 0,562(x_1) - 0,266(x_2) + 0,293(x_3)$  where  $x_1$  = Tangible Variable  $x_2$  = responsiveness Variable  $x_3$  = Assurance Variable Finally PT PELNI Terminal Port of Tanjung Priok Branch has total value 6,502.*

**Keyword:** Quality of service, Passenger Satisfaction.