

**PENGARUH PELAYANAN *CUSTOMER RELATIONS* PT. SARI
BURGER INDONESIA (*BURGER KING*) TERHADAP
KEPUASAN PELANGGAN
(SURVEI TERHADAP PENGUNJUNG BURGER KING
CILANDAK *TOWN SQUARE*)**

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Abstrak

Latar belakang penelitian ini adalah mengenai pelayanan *customer relations* PT. Sari Burger Indonesia atau Burger King terhadap kepuasan pelanggan. Penelitian ini ingin mengetahui seberapa besar pengaruh pelayanan *customer relations* terhadap tingkat kepuasan pelanggan. Tujuan dari penelitian ini adalah untuk mengukur seberapa besar pengaruh pelayanan *customer relations* terhadap kepuasan pelanggan dimana pelanggan merupakan aset jangka panjang di perusahaan terlebih dalam bidang profit. Kepuasan pelanggan merupakan hal yang harus diciptakan oleh perusahaan, karena dengan kepuasan yang diterima oleh pelanggan, maka akan terbentuk pelanggan yang loyal. Pelayanan *customer relations* memiliki dimensi *reliability* (kehandalan), *responsiveness* (ketanggapan), *assurance* (jaminan), *emphaty* (kepedulian), dan *tangibles* (penampilan). Sedangkan dimensi kepuasan pelanggan mencakup kualitas pelayanan, kualitas produk, harga, faktor emosional dan kemudahan. Penelitian ini menggunakan komunikasi organisasi, teori kualitas pelayanan, teori *customer relations*, dan teori kepuasan pelanggan sebagai definisi konsep. Populasi penelitian ini adalah pengunjung Burger King Cilandak *Town Square* dengan jumlah sample sebanyak 100 responden. Penelitian ini menggunakan kuisisioner sebagai instrument pengumpulan data dan menggunakan kepustakaan dan internet sebagai data tambahan. Hasil uji korelasi didapatkan adanya pengaruh sebesar 0.781 atau 78.1% yang menunjukkan bahwa pelayanan *customer relations* Burger King Cilandak *Town Square* memiliki pengaruh yang kuat terhadap kepuasan pelanggan. Burger King diharapkan kedepannya untuk meningkatkan kualitas pelayanan mereka seperti kecepatan, ketepatan, kesigapan, ketanggapan dan tetap mempertahankan faktor *tangibles* (penampilan) fisik yang berada di restaurant Burger King.

Kata Kunci : Kualitas Pelayanan, *Customer Relations*, Kepuasan Pelanggan.

**THE INFLUENCE OF CUSTOMER RELATIONS SERVICE PT.
SARI BURGER INDONESIA (BURGER KING) TO THE
CUSTOMER SATISFACTION
(SURVEY TO BURGER KING CILANDAK TOWN SQUARE
VISITORS)**

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Abstract

The background of this research is about customer relations service PT. Sari Burger Indonesia or Burger King to the customer satisfaction. This research wants to know how much is the influence of customer relations service to the customer satisfaction. The purpose of this research is to measure how much the influence of customer relations service to customer satisfaction, where customer is an assets long-term in the company moreover in the field of profit. Customer satisfaction is must be created by the company, because with satisfaction received by customers, it will be formed customers loyalty. Customer relations service dimensions are reliability (the best thing of), responsiveness (responsiveness of), assurance (surety), emphaty (concern), and tangibles (appearance). While dimensions of customer satisfaction are quality of services, quality of product, the price, factors emotional, and ease. This research using communication organization, the theory quality of services, the theory customer relations, and the theory of customer satisfactins as theory definition concept. This research population is Burger King Cilandak Town Square visitors with the sample amounted 100 respondents. This research uses a questionnaire as an instrument of data collection and use literature and internet as additional data. Correlation test result obtained that there is the influence amounted 0.781 or 78.1% which showed that customer relations service Burger King Cilandak Town Square influence is strong impact to customer satisfaction. Burger King expected in the future to improve the quality of their services as speed, the readiness, responsiveness of, andmaintain tangibles factors (physical appearance) on Burger King restaurant.

Key Words : *Quality of Services, Customer Relations, Customer Satisfaction.*