

ABSTRACT

The spread of the culinary business in Indonesia, especially during the COVID-19 endemic, has encouraged entrepreneurs to strengthen their marketing so they can compete with other competitors. Service quality as a level of excellence in meeting customer satisfaction and is an important aspect in marketing. If the service received by the customer is appropriate and meets the needs, then the service quality is categorized as good and vice versa. The higher the quality of service provided, the higher the level of customer satisfaction and vice versa. This study aims to analyze service quality using the five dimensions of service quality in the SERVQUAL method whether it has a positive impact on customer satisfaction at UMKM Geprek Jawara Serang.

This study uses a quantitative method with causal descriptive as a characteristic of the type of research. The population taken is the people who live in Serang City, Serang Regency, Cilegon City, Pandeglang Regency, and Lebak Regency. The sample of this research is 400 respondents. The data analysis technique uses descriptive analysis and multiple linear regression using the IBM SPSS application.

The results of this study are that all dimensions of service quality have a positive effect on customer satisfaction at UMKM Geprek Jawara Serang. The empathy dimension has the most influence on customer satisfaction, which is indicated by the largest regression coefficient, which is equal to 0.420. Based on the results of the study, researchers hope that UMKM Geprek Jawara Serang can improve the quality of its services so that consumers are satisfied and interested in coming back and recommending this restaurant to others. In addition, it is hoped that future researchers will add other variables besides the variables contained in this study which allow for different results.

Keywords: Service Quality, SERVQUAL Method, Customer Satisfaction