

# **THE SERVICE QUALITY AND CUSTOMER**

## **SATISFACTION OF *BAKSO ALLOHA***

A Thesis Presented as a Partial Fulfillment for the Requirements for the Degree of

*Sarjana Sastra* in the English Study Program



**By**

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**21.J2.0013**

**ENGLISH STUDY PROGRAM**

**FACULTY OF LANGUAGE AND ARTS**

**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

**SEMARANG**

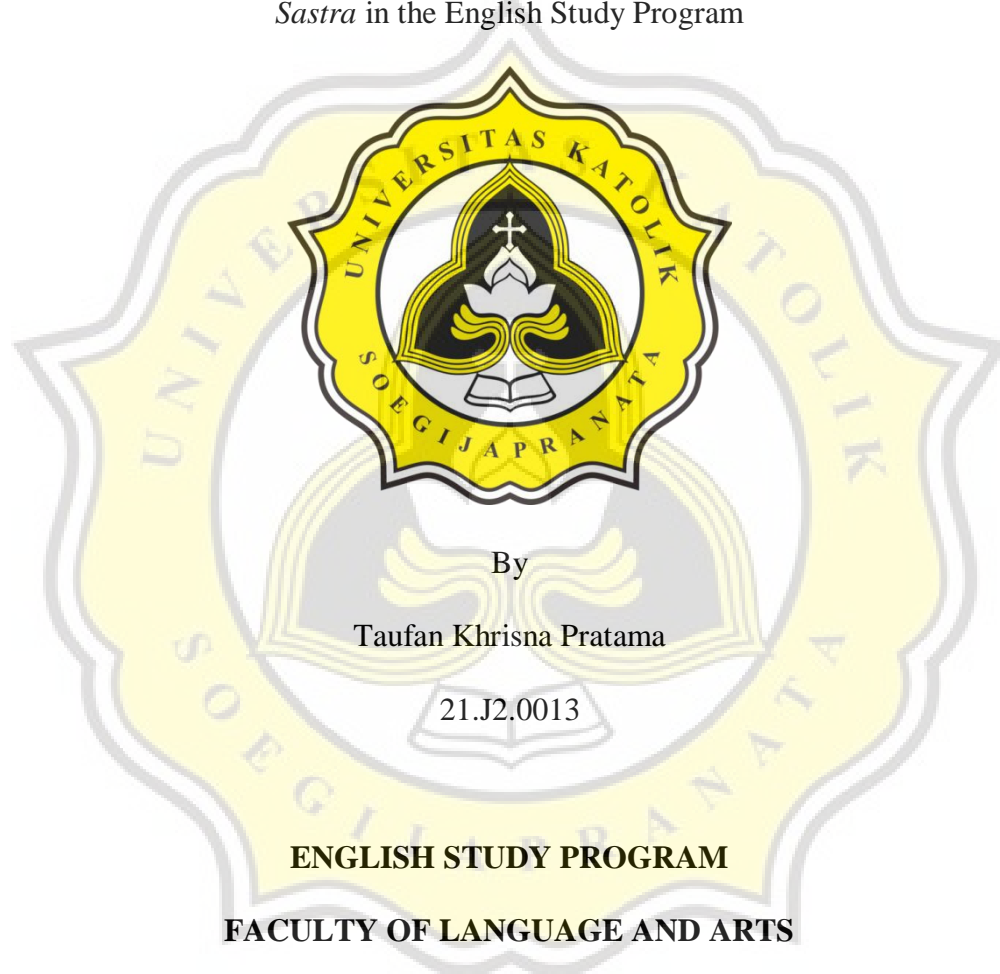
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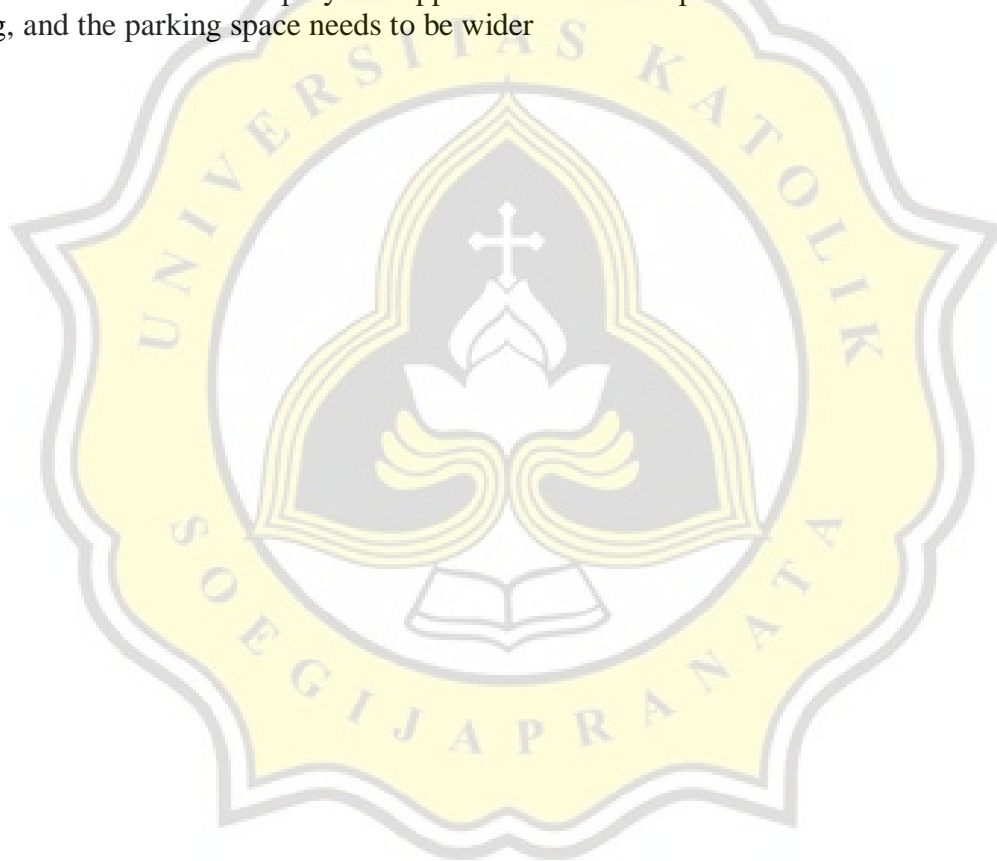
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## ABSTRACT

Service quality is a measurement of how an organization delivers its services compared to the expectations of its customers. This study aims to see the service quality implemented at Bakso Alloha, Tanah Mas and to investigate the Bakso Alloha customer satisfaction level. This is a quantitative study. The data was collected using a questionnaire on the dimension of service quality and customer satisfaction. There are 29 items for the service quality with four options of Likert scale and six items to get the data on the customer satisfaction. The participants are 30 customers of Bakso Alloha, Tanah Mas, Semarang. The result shows that the participants agree that the service quality like reliability, responsiveness, tangible, reliability, food quality, responsiveness, assurance, and empathy are satisfying because the means is more than three, so they agree with the statements. It is also found out that the customers feel satisfied with the taste of the menu, the food quality, the staff's appearance, the speed of the service, and the food price. However, some participants think that the employees' appearance and the speed of the service was not really satisfying, and the parking space needs to be wider



## ABSTRAK

Kualitas layanan adalah pengukuran bagaimana sebuah organisasi memberikan layanannya dibandingkan dengan ekspektasi pelanggannya. Penelitian ini bertujuan untuk melihat kualitas pelayanan yang diterapkan di Bakso Alloha, Tanah Mas dan untuk mengetahui tingkat kepuasan pelanggan Bakso Alloha. Penelitian ini merupakan penelitian kuantitatif. Data dikumpulkan dengan menggunakan kuesioner pada dimensi kualitas layanan dan kepuasan pelanggan. Ada 29 item untuk kualitas layanan dengan empat pilihan skala likert dan enam item untuk mendapatkan data tentang kepuasan pelanggan. Partisipan adalah 30 pelanggan Bakso Alloha, Tanah Mas, Semarang. Hasil penelitian menunjukkan bahwa partisipan setuju bahwa kualitas layanan seperti keandalan, daya tanggap, berwujud, keandalan, kualitas makanan, daya tanggap, jaminan, dan empati memuaskan karena rata-rata lebih dari tiga, sehingga mereka setuju dengan pernyataan tersebut. Selain itu, pelanggan juga merasa puas dengan rasa menu, kualitas makanan, penampilan staf, kecepatan pelayanan, dan harga makanan. Namun, beberapa partisipan berpendapat bahwa penampilan karyawan dan kecepatan pelayanan tidak terlalu memuaskan, dan tempat parkir perlu lebih luas

