

ABSTRACT

Name : Rahmat Syaputra Handriadi

Study Program/Faculty : Islamic Psychology/Pshychologi

Title : The Relationship Between Service Excellence and Customer Satisfaction at Cafe Dekultur Pakjo Palembang

Service excellence is superior service that exceeds customer expectations, with indicators including tangible, empathy, responsiveness, reliability, and assurance. In the world of coffee shops, baristas play an important role in realizing service excellence because they interact directly with consumers. Companies that successfully implement service excellence will gain many benefits, such as increasing consumer loyalty and attracting more customers. Consumer satisfaction itself is an assessment of the quality and performance of goods or services received. Based on this background, this study aims to analyze the effect of service excellence on consumer satisfaction at Cafe Dekultur Pakjo Palembang and measure the level of influence of variable X on variable Y. The research method used is a quantitative approach with a survey research type using a questionnaire as an instrument. This study uses a sampling technique with the Slovin formula, resulting in 98 respondents. To analyze the data, the researcher conducted validity and reliability tests, classical assumption tests of normality and homogeneity, correlation, simple linear regression tests, coefficient of determination, and hypothesis testing with the F test (ANOVA). The results of the analysis show that excellent service has a significant effect on customer satisfaction at Cafe Dekultur Pakjo Palembang (sig. 0.000 < 0.05) with a correlation of 0.884 and an influence of 78.2%. Customers feel more satisfied with high-quality service.

Key Word : *Service Excellence, Consumer Satisfaction, Cafe Dekultur Pakjo Palembang*

INTISARI

Nama : Rahmat Syaputra Handriadi
Progran Studi/Fakultas : Psikologi Islam/Psikologi
Judul : Hubungan Antara *Service Excellence* Dengan
Kepuasan Konsumen Cafe Dekultur Pakjo
Palembang

Service excellence adalah pelayanan unggul yang melebihi harapan pelanggan, dengan indikator meliputi *tangible, empathy, responsive, reliability, dan assurance*. Dalam dunia *coffee shop*, barista memegang peran penting dalam mewujudkan *service excellence* karena berinteraksi langsung dengan konsumen. Perusahaan yang berhasil menerapkan *service excellence* akan meraih banyak manfaat, seperti meningkatkan loyalitas konsumen dan menarik lebih banyak pelanggan. Kepuasan konsumen sendiri merupakan penilaian terhadap kualitas dan kinerja barang atau jasa yang diterima. Berdasarkan latar belakang tersebut, penelitian ini bertujuan untuk menganalisis pengaruh *service excellence* terhadap kepuasan konsumen di Cafe Dekultur Pakjo Palembang serta mengukur tingkat pengaruh variabel X terhadap variabel Y. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian survey menggunakan kuesioner sebagai instrumen. Penelitian ini menggunakan teknik pengambilan sampel dengan rumus Slovin, menghasilkan 98 responden. Untuk menganalisis data, peneliti melakukan uji validitas dan reliabilitas, uji asumsi klasik normalitas dan homogenitas, korelasi, uji regresi linier sederhana, koefisien determinasi, dan pengujian hipotesis dengan uji F (ANOVA). Hasil analisis menunjukkan bahwa layanan luar biasa berpengaruh signifikan terhadap kepuasan pelanggan di Cafe Dekultur Pakjo Palembang ($\text{sig. } 0,000 < 0,05$) dengan korelasi 0,884 dan pengaruh 78,2%. Pelanggan merasa lebih puas dengan layanan berkualitas tinggi.

Kata Kunci : *Service Excellence*, Kepuasan Konsumen, Cafe Dekultur Pakjo Palembang