

RINGKASAN

Pengaruh Kualitas Pelayanan Kebersihan Terhadap Kepuasan dan Loyalitas Wajib Retribusi Pada Dinas Pasar dan Kebersihan Kota Batam

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Penelitian ini bertujuan untuk menganalisis pengaruh persepsi wajib retribusi tentang kualitas pelayanan terhadap kepuasan dan loyalitas pada Dinas Pasar dan Kebersihan Kota Batam, baik secara sendiri-sendiri maupun secara bersama.

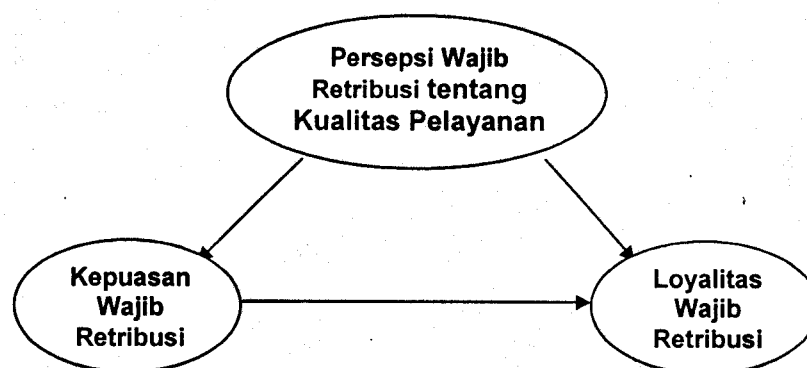
Penelitian dilaksanakan di Kota Batam dan metode penelitian survei dengan responden penelitian adalah pelanggan Dinas Pasar dan Kebersihan Kota Batam berjumlah 150 responden, yang dipilih berdasarkan teknik *proportional stratified*. Instrumen yang digunakan adalah kuesioner.

Variabel di dalam penelitian ini terdiri dari variabel eksogen dan variabel endogen. Variabel eksogen merupakan variabel independen, sedangkan variabel endogen terdiri dari variabel intervening dan variabel dependen

- 1) Variabel Eksogen (Independen): Persepsi Wajib Retribusi tentang Kualitas Pelayanan (X)
- 2) Variabel Endogen (Intervening): Kepuasan Wajib Retribusi (Y1)
- 3) Variabel Endogen (Dependen): Loyalitas Wajib Retribusi (Y2)

Analisis data akan dilakukan dengan menggunakan Permodelan Persamaan Struktural (*Structural Equation Modelling/SEM*).

Model Struktural disusun seperti pada gambar berikut ini :



Persepsi Wajib Retribusi tentang Kualitas Pelayanan berpengaruh signifikan terhadap Kepuasan Wajib Retribusi. Koefisien jalur *standardize* = 0,871 dengan $p = 0,000$. Hal ini menunjukkan bahwa terdapat pengaruh positif signifikan Persepsi Wajib Retribusi tentang Kualitas Pelayanan terhadap Kepuasan Wajib Retribusi, yaitu semakin baik persepsi wajib retribusi tentang kualitas pelayanan maka kepuasan wajib retribusi akan meningkat.

Kepuasan Wajib Retribusi berpengaruh signifikan terhadap Loyalitas Wajib Retribusi. Koefisien jalur *standardize* = 0,483 dengan $p = 0,041$. Hal ini menunjukkan bahwa terdapat pengaruh positif signifikan Kepuasan Wajib Retribusi terhadap Loyalitas Wajib Retribusi, yaitu semakin merasa puas wajib retribusi, mereka semakin loyal.

Persepsi Wajib Retribusi tentang Kualitas Pelayanan tidak berpengaruh signifikan terhadap Loyalitas Wajib Retribusi. Koefisien jalur *standardize* = 0,018 dengan $p = 0,937$. Walaupun pengaruh langsung Persepsi Wajib Retribusi tentang Kualitas Pelayanan terhadap Loyalitas

Wajib Retribusi non-signifikan, akan tetapi pengaruh tidak langsungnya melalui Kepuasan Wajib Retribusi adalah signifikan. Dalam hal ini, Persepsi Wajib Retribusi tentang Kualitas Pelayanan berpengaruh tidak langsung terhadap Loyalitas Wajib Retribusi melalui Kepuasan Wajib Retribusi adalah positif signifikan.



SUMMARY

The Effects of Service Quality of Hygiene to Satisfaction and Loyalty of Retribution Obligated Customer at Dinas Pasar dan Kebersihan Kota Batam

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This research is intended to analyze the effects of service quality of hygiene to satisfaction and loyalty of retribution obligated customer at Dinas Pasar dan Kebersihan Kota Batam.

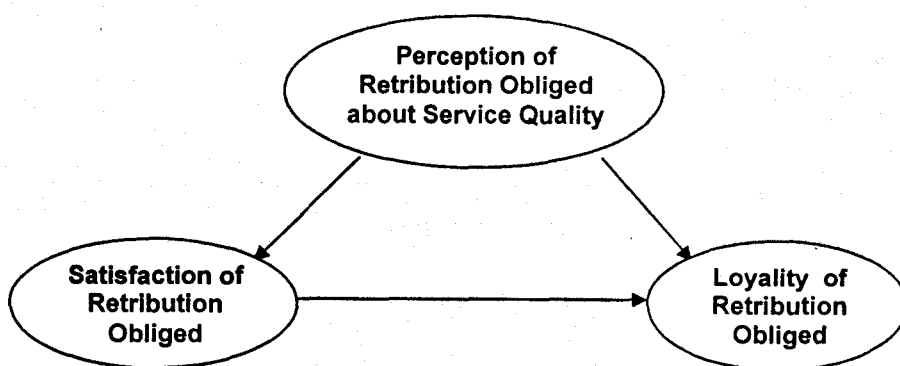
These research was carried out in Batam using survey research method, and the respondent are 150 customers of Dinas Pasar dan Kebersihan Kota Batam, who are selected based on proportional stratified technique. The instrument being used was questioner.

Variable in this research consist of exogen variable and endogen variable. Exogen variable represent independent variable, while endogen variable consist of intervening and dependen variable :

- 1) Exogen Variable (Independent) : Perception of Retribution Obligated about Service Quality (X).
- 2) Endogen Variable (Intervening) : Satisfaction of Retribution Obligated (Y1).
- 3) Endogen Variable (Dependen) : Loyalty of Retribution Obligated (Y2)

Data analyzing will be conducted by using Structural Equation Modelling (SEM).

Structural Model compiled by picture following :



Perception of Retribution obliged about Service Quality have an significant effect to Satisfaction of Retribution obliged. Coefficient Band of standardize = 0,871 with $p = 0,000$. This matter indicate that there are positive and significant influence Perception of Retribution obliged about Service Quality to Satisfaction of Retribution obliged, that is progressively goodness perception of retribution obliged about service quality hence satisfaction of retribution obliged will mount.

Satisfaction of Retribution obliged have an significant effect to Loyalty of Retribution obliged. Coefficient Band of standardize = 0,483 with $p = 0,041$. This matter indicate that there are positive and significant influence Satisfaction of Retribution obliged to Loyalty of Retribution obliged, that is more satisfy they are, they progressively loyal.

Perception of Retribution obliged to about Service Quality do not have an significant effect to Loyalty of Retribution obliged. Coefficient Band of standardize = 0,018 with $p = 0,937$. Although direct influence of Perception of Retribution obliged about Service Quality to Loyalty

Retribution obliged is non-significant, however indirect influence of two variabel above through Satisfaction of Retribution obliged is significant. In This Case, Perception of Retribution obliged about Service Quality have an indirectly effect to Loyalty of Retribution obliged through Satisfaction of Retribution obliged that is positive and significant.



ABSTRACT

The Effects of Service Quality of Hygiene to Satisfaction and Loyalty of Retribution Obligated Customer at Dinas Pasar dan Kebersihan Kota Batam

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This studies is intended to analyze the effect of service quality given by Dinas Pasar dan Kebersihan Kota Batam on satisfaction and loyalty of retribution obligated customers both individually or in-groups. The research was carried out in Batam city using survey research method. The respondents are the customer that have retribution obligation to Dinas Pasar dan Kebersihan Kota Batam; the numbers of respondent was 150 selected based on proportional stratified technique. The instrument was questioner. The independent variable was service quality, whereas questioner about satisfaction and loyalty of customers were the dependent variables.

Data analyzing will be conducted by using Structural Equation Modelling (SEM). The result of that any research instrument is valid and reliable. This is proved with value of GFI = 0.968 and (ρ_{η}) = 0.973 for the Perception of Retribution obliged about Service Quality variable; GFI = 0.954 and (ρ_{η}) = 0.973 for the Satisfaction of Retribution obliged variable and also GFI = 1 and (ρ_{η}) = 0.815 for the Loyalty of Retribution Obligated variable.

Perception of Retribution obliged about Service Quality have an significant effect to Satisfaction of Retribution obliged. Coefficient Band of standardize = 0,871 with $p = 0,000$. This indicate that there are positive and significant influence Perception of Retribution obliged about Service Quality to Satisfaction of Retribution obliged, that is progressively goodness perception of retribution obliged about service quality hence satisfaction of retribution obliged will mount. Satisfaction of Retribution obliged have an significant effect to Loyalty of Retribution obliged. Coefficient Band of standardize = 0,483 with $p = 0,041$. This indicate that there are positive and significant influence Satisfaction of Retribution obliged to Loyalty of Retribution obliged, that is more satisfy they are, they progressively loyal. Perception of Retribution obliged about Service Quality do not have significant effect to Loyalty of Retribution obliged. Coefficient Band of standardize = 0,018 with $p = 0,937$. However indirect influence of two variabel above through Satisfaction of Retribution obliged is significant. In This Case, Perception of Retribution obliged about Service Quality have an indirectly effect to Loyalty of Retribution obliged through Satisfaction of Retribution obliged that is positive and significant.

Key Words : *Service Quality, Customers Satisfaction and Customer Loyalty*