

ABSTRACT

Absolute Indonesia DMC is a company engaged in tourism, but it faces challenges in maintaining customer satisfaction due to suboptimal service quality, customer experience, and company reputation. This study aims to determine the effect of service quality, customer experience, and company reputation on customer satisfaction at Absolute Indonesia DMC. This study applied purposive sampling, with a total of 95 respondents. Data collection was conducted through questionnaires. Data analysis was performed using SPSS version 24.0. Descriptive analysis, validity test, reliability test, classical assumption test, partial and multiple correlation analysis, multiple linear regression, determination analysis, t-test, and F-test were used. Hypothesis testing was conducted at a significance level of 5%. The results of the study indicate that, partially, Service Quality (X1) has a positive and significant effect on Customer Satisfaction with a regression coefficient of 0.427 and a t-value of 5.286 > t-table = 1.986 at a significance level of 0.004 < 0.050. Partially, Customer Experience (X2) has a positive and significant effect on Customer Satisfaction with a regression coefficient of 0.466 and a t-value of 6.748. t-table = 1.986 with a significance level of 0.001 < 0.050. Partially, Company Reputation (X3) has a positive and significant effect on Customer Satisfaction with a regression coefficient of 0.498 and a t-value of 6.637 > The t-table value is 1.986, and the significance level for this test is 0.002, which is less than 0.050. Simultaneously, Service Quality (X1), Customer Experience (X2), and Company Reputation (X3) have a positive and significant effect on Customer Satisfaction (Y) at Absolute Indonesia DMC Sanur-Bali, as evidenced by the F-calculated value = 117.483 > F-table = 2.705. This means that H0 is rejected and H4 is accepted. Additionally, the analysis of determination shows that the three independent variables contribute 79.5% to customer satisfaction at Absolute Indonesia DMC Sanur-Bali.

Keywords: Service Quality, Customer Experience, Company Reputation, and Customer Satisfaction.

ABSTRAK

Absolute Indonesia DMC merupakan salah satu perusahaan yang bergerak di bidang pariwisata, namun terdapat tantangan dalam mempertahankan kepuasan pelanggan akibat kualitas pelayanan, pengalaman pelanggan, dan reputasi perusahaan yang belum maksimal. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, pengalaman pelanggan, dan reputasi perusahaan terhadap kepuasan pelanggan di Absolute Indonesia DMC. Penelitian ini menggunakan metode purposive sampling, dan jumlah responden sebanyak 95 orang. Teknik pengumpulan data dilakukan melalui kuesioner. Analisis data menggunakan SPSS versi 24,0. Dengan analisis deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik, analisis korelasi parsial dan berganda, regresi linear berganda, analisis determinasi, uji t-test, dan uji F-test. Pengujian hipotesis dilakukan pada taraf signifikansi 5%. Hasil penelitian menunjukkan bahwa secara parsial Kualitas Pelayanan (X_1) berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan dengan koefisien regresi sebesar 0,427 dan nilai $t_{hitung} = 5,286 > t_{tabel} = 1,986$ dengan tingkat signifikansi sebesar $0,004 < 0,050$. Secara parsial Pengalaman Pelanggan (X_2) memberikan pengaruh positif dan signifikan terhadap Kepuasan Pelanggan dengan koefisien regresi sebesar 0,466 dan nilai $t_{hitung} = 6,748 > t_{tabel} = 1,986$ dengan tingkat signifikansi sebesar $0,001 < 0,050$. Secara parsial Reputasi Perusahaan (X_3) memberikan pengaruh positif dan signifikan terhadap Kepuasan Pelanggan dengan koefisien regresi sebesar 0,498 dan nilai $t_{hitung} = 6,637 > t_{tabel} = 1,986$ dengan tingkat signifikansi sebesar $0,002 < 0,050$. Secara simultan kualitas pelayanan (X_1), pengalaman pelanggan (X_2) dan reputasi Perusahaan (X_3) berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan (Y) Absolute Indonesia DMC Sanur-Bali, dibuktikan dengan nilai $F_{hitung} = 117,483 > F_{tabel} = 2,705$. Yang berarti H_0 ditolak dan H_4 diterima. Selain itu melalui analisis determinasi, diketahui bahwa ketiga variabel bebas memberikan kontribusi sebesar 79,5% terhadap kepuasan pelanggan Absolute Indonesia DMC Sanur-Bali.

Kata Kunci: Kualitas Pelayanan, Pengalaman Pelanggan, Reputasi Perusahaan, Dan Kepuasan Pelanggan.