

Influence Service Quality on Customer Satisfaction on MDP IT Superstore

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Article Info	ABSTRACT
Keywords: Service Quality, Palembang	This research aims to examine the influence of service quality on customer satisfaction at Mdp It Superstore. This research uses a quantitative method carried out by customers who have made more than one purchase at MDP IT Superstore. The data analysis method uses non-probability sampling, purposive sampling, and multiple regression with a sample of 400 respondents. Based on the results of the partial test (t test) it shows that the Service Quality has a positive and significant influence on Customer Satisfaction. The research results simultaneously have a significant effect on customer satisfaction.

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INTRODUCTION

Technological development refers to internal change and innovation technological fields that occur from time to time. Technology involves application of knowledge and skills to design, create, and using tools, machines, software, and various systems increasing efficiency, productivity and quality of human life. Matter It also covers everything from simple tools to complex information systems and revolutionary innovation. Other technological innovations have proven possible improve, help, and simplify human work both in economic, social, cultural, educational, and so on. Development This is marked by the entry of various technology products such as smartphones and tablets that offer advanced features, starting from communication via applications, social media access, to e-commerce (Hadi, 2021)

MDP IT & Electronic Superstore is one of the largest IT stores in Palembang which was founded in 2011 with the IT Mall concept. MDP IT Superstore has grown rapidly and offers a variety of IT products as well as electronics with additional services such as e-catalogs and platforms online (MDP, 2023). In 2014 the name changed to MDP IT & Electronic Superstore reflects the expansion of its business reach includes electronic products other than IT products. In facing competition increasingly stringent, MDP IT & Electronic Superstore must ensure 3 that they not only offer quality products .But also able to meet customer expectations through various factors such as price, brand image, product diversity, and service quality. With taglines "Everyday Surprise," MDP strives to provide an experience shopping that satisfies and brings surprises to customers his loyalty (MDP, 2023).

According to Tjiptono in Indrasari (2019 p.61), service quality is a dynamic state that is closely related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the quality of service expected. This definition of service quality is an effort to fulfill needs coupled with consumer desires and accuracy how to deliver it so that it can meet expectations and satisfaction these customers, it is said that service quality or quality service is the fulfillment of customer needs and desires as well accuracy of delivery to match customer expectations

METHODS

Tables According to Jaya (2023, p.25) The research object is the main issue to be researched, in order to obtain more focused data. The object of this research is MDP IT Superstore regarding factor data Impact of Quality Service to Customer Satisfaction. According to Jaya (2023, p.25) Research subjects are people, places, or objects observed as research targets. Subject This research is visitors who have made purchases at MDP IT Superstore.

According to Sugiyono (2019, p.80) Population is a region generalization consisting of objects/subjects that have qualities and certain characteristics determined by the researcher to be studied and then conclusions are drawn. The population in this research is MDP IT Superstore consumers were 254,760. Sampling technique used in this research is Non-Probability Sampling. The research sample method used was purposive sampling or technique for determining samples based on certain criteria. Criteria The sample is buyers who have purchased products sold by MDP IT & Electronic Superstore more than 1x. In this research, the Slovin formula is used The population will be studied in as many numbers as possible customer. This data was obtained from the sample size with using the Slovin formula for total customers for 3 years, namely starting from 2021 to 2023 as many as 254,760 with an error rate 5%.

RESULTS AND DISCUSSION

The results of this research show that the Quality variable Service has a significant positive effect on satisfaction Customer. This can be seen from the calculated coefficient value with the results $11,951 > t_{table} 0.98$ with a significance level < 0.05 then this can It is proven that price has a significant positive effect on Customer Satisfaction at Mdp It Superstore.

CONCLUSION

Based on the analysis of the t-test (Partial), it was concluded that the independent variable (Service Quality) has a significant partial effect on the dependent variable (Customer Satisfaction) at MDP IT Superstore. Based on the analysis conducted through the F-test (simultaneous), it was concluded that the independent variable (Service Quality) has a significant and simultaneous effect on the dependent variable (Customer Satisfaction) at MDP IT Superstore

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