**DAFTAR ISI**

**KATA PENGANTAR ...................................................................................... ii DAFTAR ISI ..................................................................................................... v DAFTAR TABEL.............................................................................................. viii DAFTAR GAMBAR ......................................................................................... ix DAFTAR LAMPIRAN ..................................................................................... x BAB I PENDAHULUAN ................................................................................. 1**

1.1 Latar Belakang Masalah ................................................................ 1

1.2 Identifikasi Masalah....................................................................... 10

1.3 Batasan Masalah ............................................................................ 11

1.4 Rumusan Masalah.......................................................................... 11

1.5 Tujuan Penelitian ........................................................................... 12

1.6 Manfaat Penelitian ......................................................................... 13

**BAB II TINJAUAN PUSTAKA....................................................................... 15**

2.1 Kepuasan Pelanggan ...................................................................... 15

2.1.1 Pengertian Kepuasan Pelanggan .......................................... 15

2.1.2 Metode Kepuasan Pelanggan ............................................... 15

2.1.3 Faktor-faktor Yang Mempengaruhi Kepuasan Pelanggan ... 16

2.1.4 Indikator Kepuasan Pelanggan ............................................. 16

2.2 Kualitas Pelayanan ........................................................................ 17

2.2.1 Pengertian Kualitas Pelayanan ............................................. 17

2.2.2 Prinsip-prinsip Kualitas Pelayanan ...................................... 18

2.2.3 Faktor-faktor Yang Mempengaruhi Kualitas Pelayanan ...... 19

2.2.4 Indikator Kualitas Pelayanan................................................ 21

2.3 Ketepatan Waktu Pengiriman ........................................................ 21

2.3.1 Pengertian Ketepatan Waktu Pengiriman............................. 21

2.3.2 Dimensi Ketepatan Waktu Pengiriman ................................ 21

2.3.3 Faktor-faktor Ketepatan Waktu Pengiriman ........................ 22

2.3.4 Indikator Ketepatan Waktu Pengiriman ............................... 22

2.4 Fasilitas ..................................................................................... 22

2.4.1 Pengertian Fasilitas............................................................... 22

2.4.2 Hal-hal Di Dalam Fasilitas ................................................... 22

2.4.3 Faktor-faktor Yang Mempengaruhi Fasilitas ....................... 23

2.4.4 Indikator Fasilitas ................................................................. 23

2.5 Penelitian Terdahulu ...................................................................... 25

2.6 Kerangka Konseptual..................................................................... 27

2.7 Hipotesis Penelitian ....................................................................... 29

**BAB III METODE PENELITIAN .................................................................. 30**

3.1 Desain Penelitian ........................................................................... 30

3.2 Populasi Dan Sampel Penelitian .................................................... 30

3.2.1 Populasi Penelitian ............................................................... 30

3.2.2 Sampel Penelitian ................................................................. 31

3.3 Lokasi Dan Waktu Penelitian ........................................................ 32

3.3.1 Lokasi Penelitian .................................................................. 32

3.3.2 Waktu Penelitian .................................................................. 32

3.4 Variabel dan Indikator ................................................................... 32

3.4.1 Variabel ................................................................................ 32

3.4.2 Indikator ............................................................................... 33

3.5 Instrumen Penelitian ...................................................................... 35

3.6 Teknik Pengumpulan Data ............................................................ 35

3.7 Teknik Analisis Data .................................................................... 37

3.7.1 Uji Validitas ......................................................................... 37

3.7.2 Uji Reliabilitas...................................................................... 38

3.7.3 Uji Asumsi Klasik ................................................................ 39

3.7.3.1 Uji Normalitas............................................................ 39

3.7.3.2 Uji Heteroskedastisitas............................................... 39

3.7.3.3 Uji Multikolinearitas.................................................. 39

3.7.4 Analisis Linier Berganda...................................................... 39

3.7.5 Uji Hipotesis......................................................................... 40

3.7.6 Uji T (Parsial)....................................................................... 40

3.7.7 Uji F (Simultan).................................................................... 41

3.7.8 Uji Determinasi .................................................................... 41

**BAB IV HASIL PENELITIAN DAN PEMBAHASAN.................................42**

4.1 Gambaran Umum CV.Surya Sejatera Jaya Medan ...........................42

4.1.1 Sejarah CV.Surya Sejatera Jaya Medan ...............................42

4.2 Visi Dan Misi CV. Surya Sejatera Jaya Medan ................................42

4.2.1 Visi CV. Surya Sejatera Jaya Medan....................................42

4.2.2 Misi CV. Surya Sejatera Jaya Medan ...................................42

4.3 Struktur Organisasi CV. Surya Sejatera Jaya Medan........................43

4.4 Tugas Dari Struktur Organisasi CV. Surya Sejatera Jaya Medan.....43

4.5 Hasil Dan Penelitian..........................................................................45

4.5.1 Deskripsi Karakteristik Responden ......................................45

4.6 Hasil Uji Asumsi Klasik....................................................................54

4.6.1 Uji Normalitas.......................................................................54

4.6.2 Uji Multikolonieritas.............................................................56

4.6.3 Uji Heteroskedastisitas .........................................................57

4.7 Uji Linear Regresi Berganda.............................................................58

4.8 Uji t (Parsial).....................................................................................59

4.9 Uji f (Simultan) .................................................................................60

4.10 Uji Koefisien Determinas................................................................i61

4.11 Pembahasan Hasil Penelitian ..........................................................62

4.11.1 Pengaruh Kualitas Pelayanan Terhadap Kepuasan

Pelanggan .......................................................................62

4.11.2 Pengaruh Ketepatan Waktu Pengiriman Terhadap Kepuasan

Pelanggan .........................................................................63

4.11.3 Pengaruh Fasilitas Terhadap Kepuasan Pelanggan ............64

4.11.4 Pengaruh Kualitas Pelayanan, Ketepatan Waktu

Pengiriman Dan Fasilitas Terhadap Kepuasan Pelanggan .....65

**BAB V KESIMPULAN DAN SARAN ............................................................66**

5.1 Kesimpulan .......................................................................................66

5.2 Saran..................................................................................................66

**DAFTAR PUSTAKA ........................................................................................68**

**DAFTAR TABEL**

Tabel 1.1 Hasil Data Pra Survey Indikator Kualitas Pelayanan....................... 4

Tabel 1.2 Hasil Data Pra Survey Indikator Ketepatan Waktu Pengiriman ...... 6

Tabel 1.3 Hasil Data Pra Survey Indikator Fasilitas ........................................ 7

Tabel 1.4 Hasil Data Pra Survey Indikator Kepuasan Pelanggan .................... 9

Tabel 2.1 Daftar Peneliti Terdahulu................................................................. 24

Tabel 3.1 Jadwal Kegiatan Dan Pelaksanaan Penelitian.................................. 31

Tabel 3.2 Indikator Penelitian .......................................................................... 32

Tabel 3.3 Skala Likert ...................................................................................... 36

Tabel 3.4 Hasil Uji Validitas............................................................................ 37

Tabel 3.5 Hasil Uji Reliabilitas........................................................................ 38

Tabel 4.1 Jawaban Responden Berdasarkan .................................................... 45

Tabel 4.2 Jawaban Responden Berdasarkan .................................................... 46

Tabel 4.3 Jawaban Responden Berdasarkan .................................................... 47

Tabel 4.4 Rata-Rata Rentan Jawaban Responden Klasifikasi ......................... 48

Tabel 4.5 Frekuensi Jawaban Responden Variabel Kualitas pelayanan (X1 ... )48

Tabel 4.6 Frekuensi Jawaban Responden Variabel Ketepatan Waktu Pengiriman

(X2) .................................................................................................. 50

Tabel 4.7 Frekuensi Jawaban Responden Variabel Fasilitas (X3)................... 51

Tabel 4.8 Frekuensi Jawaban Responden Variabel Kepuasan Pelanggan

(Y) .................................................................................................... 52

Tabel 4.9 Hasil Uji Normalitas One-Sampel Kolmogrov Smirnov Test ......... 56

Tabel 4.10 Hasil Uji Multikolonieritas ............................................................ 57

Tabel 4.11 Hasil Uji Regresi Linear Berganda ................................................ 58

Tabel 4.12 Hasil Uji t (Parsial) ........................................................................ 59

Tabel 4.13 Uji F ............................................................................................... 60

Tabel 4.14 Hasil Uji Koefisian Determinasi .................................................... 61

**DAFTAR GAMBAR**

Gambar 2.1 Kerangka Konseptual .................................................................. 27

Gambar 4.1 Struktur organisasi CV . Surya Sejatera Jaya Medan................... 43

Gambar 4.2 Karakteristik Responden Berdasarkan Jenis Kelamin ................. 45

Gambar 4.3 Karakteristik Responden Berdasarkan Pendidikan ...................... 46

Gambar 4.4 Karakteristik Responden Berdasarkan Umur ............................... 47

Gambar 4.5 : Grafik Histogram ....................................................................... 54

Gambar 4.6 : Grafik Normal P-Plot ................................................................. 55

Gambar 4.7 : Grafik Scatter Plot...................................................................... 57

**DAFTAR LAMPIRAN**

Lampiran 01 : Lembar Kuisioner ..................................................................... 70

Lampiran 02 : Tabulasi Data Responden ......................................................... 72

Lampiran 03 : Hasil Statistik Jawaban Responden .......................................... 82

Lampiran 04 : Hasil Uji Klasik Dan linear Berganda ...................................... 88