

Khildah Fitriyah, 14 311 065, **Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat di Kantor Kecamatan Bungah Gresik**, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Gresik, Januari, 2019.

### **Abstraksi**

Penelitian ini bertujuan untuk melakukan pengujian *tangible*, *reliability*, *responsiveness*, *assurance*, dan *emphaty* terhadap kepuasan masyarakat di Kantor Kecamatan Bungah Gresik. Sample yang digunakan yaitu metode *purposive sampling*. Dengan menggunakan 94 sampel pada masyarakat yang melakukan pelayanan di Kantor Kecamatan Bungah Gresik. Pengujian dilakukan dengan menggunakan regresi linier berganda. Hasil regresi memperlihatkan bahwa *tangible*, *reliability*, *responsiveness*, *assurance*, dan *emphaty* berpengaruh signifikan terhadap kepuasan masyarakat di Kantor Kecamatan Bungah Gresik.

Kata Kunci : Kualitas Pelayanan, *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, *Emphaty* dan Kepuasan Masyarakat.

*Khildah Fitriyah, 14 311 065, Effect of Service Quality on Community Satisfaction in the Bungah Gresik Sub-District Office, Faculty of Economics and Business, Muhammadiyah Gresik University, January, 2019.*

### **ABSTRACT**

*This study aims to conduct tangible, reliability, responsiveness, assurance, and empathy testing on community satisfaction in the Bungah Gresik District Office. The sample used is the purposive sampling method. By using 94 samples in the community who do service in the Bungah Gresik District Office. Testing is done using multiple linear regression. The regression results show that tangible, reliability, responsiveness, assurance, and empathy have a significant effect on community satisfaction in the Bungah Gresik District Office.*

*Keywords: Service Quality, Tangible, Reliability, Responsiveness, Assurance, Emphaty and Community Satisfaction.*