

ABSTRAK

PENGARUH KUALITAS PRODUK JASA, *PEOPLE* DAN *PHYSICAL EVIDENCE* TERHADAP KEPUASAN PELANGGAN

Studi pada LS Studio Rekaman Musik Bandung

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Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Kualitas Produk Jasa, *people* dan *physical Evidence* terhadap kepuasan pelanggan pada LS Studio Rekaman Musik Bandung. Sumber data pada penelitian ini menggunakan sumber primer yaitu dengan menyebarkan kuisioner melalui google formulir yang diisi oleh 116 responden dari pelanggan LS Studio. Seluruh pengolahan data dan analisis dilakukan menggunakan aplikasi Smart PLS.

Hasil penelitian menyimpulkan berdasarkan hasil F square didapatkan bahwa hasil *physical Evidence* terhadap kepuasan pelanggan memiliki efek size paling besar dibandingkan Kualitas Produk Jasa dan *people* dan hasil uji hipotesis didapatkan variabel Kualitas Produk Jasa secara parsial terhadap kepuasan pelanggan memiliki pengaruh yang signifikan, variabel *people* secara parsial terhadap kepuasan pelanggan memiliki pengaruh yang signifikan dan variabel *physical Evidence* secara parsial terhadap kepuasan pelanggan memiliki pengaruh yang signifikan.

Implikasi manajerial dari temuan ini menunjukkan pentingnya strategi pemasaran yang berfokus pada transparansi, keahlian teknis, dan aksesibilitas untuk meningkatkan kepercayaan pelanggan dan daya tarik studio. Dengan mengkomunikasikan secara efektif proses produksi, menyoroti kompetensi tim, serta memastikan kemudahan akses, studio dapat membedakan diri dari kompetitor dan mencapai pertumbuhan yang berkelanjutan.

Kata Kunci: Kualitas Produk Jasa, *People*, *Physical Evidence*, Kepuasan pelanggan.

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY, PEOPLE AND PHYSICAL EVIDENCE ON CUSTOMER SATISFACTION

Study at LS Bandung Music Recording Studio

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This research aims to find out how much influence the quality of service products, people and physical evidence has on customer satisfaction at LS Bandung Music Recording Studio. The data source in this research uses primary sources, namely by distributing questionnaires via Google forms which were filled in by 116 respondents from LS Studio customers. All data processing and analysis is carried out using the Smart PLS application.

The results of the research concluded that based on the F square results, it was found that the results of physical evidence on customer satisfaction had the largest effect size compared to the quality of product services and people and the results of the hypothesis test showed that the product quality of service variable partially had a significant effect on customer satisfaction, while the people variable had a partial effect on customer satisfaction. customer satisfaction has a significant influence and the partial physical evidence variable on customer satisfaction has a significant influence.

The managerial implications of these findings demonstrate the importance of marketing strategies that focus on transparency, technician expertise, and accessibility to increase customer trust and studio attractiveness. By effectively communicating the production process, highlighting team competencies, and ensuring ease of access, studios can differentiate themselves from competitors and achieve sustainable growth.

Keywords: *Service quality, People, Physical evidence, Customer satisfaction*