

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh pelayanan (service quality) terhadap komunikasi organisasi dalam meningkatkan kepuasan konsumen di Kopi Cantel Jl. Progo Bandung. Latar belakang penelitian muncul dari kebutuhan perbaikan pelayanan dan koordinasi informasi kepada pelanggan. Metode yang digunakan adalah kuantitatif dengan teknik survei kepada 99 responden. Serta analisis data melalui uji validitas, reliabilitas, regresi linier dan uji t.

Hasil penelitian menunjukkan bahwa dimensi SERVQUAL—tangibles, reliability, responsiveness, assurance, dan empathy—berpengaruh positif dan signifikan terhadap komunikasi organisasi. Komunikasi organisasi yang efektif terbukti meningkatkan kepuasan konsumen, dengan dimensi reliability sebagai faktor paling dominan.

Kesimpulannya, peningkatan kualitas pelayanan secara konsisten mampu memperkuat komunikasi organisasi dan berdampak langsung pada kepuasan konsumen.

Kata kunci: kualitas pelayanan, komunikasi organisasi, kepuasan konsumen, SERVQUAL, Kopi Cantel.

ABSTRACT

This study aims to analyze the influence of service quality on organizational communication in enhancing customer satisfaction at Kopi Cantel, Jl. Progo Bandung. The research was motivated by the need to improve service performance and the clarity of information delivered to customers. A quantitative method was applied using a survey of 99 respondents, and the data were analyzed through validity and reliability testing, multiple linear regression, and t-tests.

The results show that all SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy—have a positive and significant effect on organizational communication. Effective organizational communication is proven to increase customer satisfaction, with reliability emerging as the most dominant factor.

In conclusion, consistently improving service quality strengthens organizational communication and directly enhances customer satisfaction.

Keywords: service quality, organizational communication, customer satisfaction, SERVQUAL, Kopi Cantel.