ABSTRAK

Ananda Dimas Putra. 2026. Pengaruh Kualitas Layanan dan Distribusi Barang terhadap Kepuasan Pelanggan di PT Kapedi Samudera Jaya Surabaya. Skripsi. Surabaya: Fakultas Ekonomi dan Bisnis, Universitas Teknologi Surabaya.

Persaingan industri distribusi menuntut perusahaan memberikan layanan yang andal serta memastikan barang diterima tepat waktu, sesuai pesanan, dan dalam kondisi baik. Penelitian ini bertujuan menganalisis pengaruh kualitas layanan dan distribusi barang terhadap kepuasan pelanggan PT Kapedi Samudera Jaya Surabaya, baik secara parsial maupun simultan. Penelitian kuantitatif ini melibatkan populasi 88 pelanggan rutin berdasarkan data penjualan periode Agustus 2025–Agustus 2026. Sampel sebanyak 75 responden ditentukan berdasarkan pendekatan Hair dengan rasio lima responden untuk setiap indikator dan dipilih melalui purposive sampling, dengan kriteria melakukan transaksi rutin sekurang-kurangnya selama enam bulan terakhir serta pernah menerima layanan distribusi barang. Data dikumpulkan melalui kuesioner dengan skala Likert 1–5 dan dianalisis menggunakan SPSS melalui uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dengan koefisien regresi 0,413, nilai t sebesar 9,089, dan signifikansi < 0,001. Distribusi barang juga berpengaruh positif dan signifikan dengan koefisien regresi 0,338, nilai t sebesar 7,821, dan signifikansi < 0,001. Secara simultan, kedua variabel berpengaruh signifikan dengan nilai F sebesar 71,861 dan signifikansi < 0,001. Nilai R^2 sebesar 0,666 menunjukkan bahwa kedua variabel menjelaskan 66,6% variasi kepuasan pelanggan, sedangkan 33,4% dijelaskan oleh faktor lain di luar model penelitian. Temuan ini menegaskan bahwa peningkatan ketepatan pengiriman, akurasi pesanan, kondisi barang, kejelasan informasi, dan daya tanggap pelayanan diperlukan untuk meningkatkan kepuasan pelanggan.

Kata kunci: distribusi barang; kepuasan pelanggan; kualitas layanan; pelanggan B2B; regresi linear berganda

ABSTRACT

Ananda Dimas Putra. 2026. The Effect of Service Quality and Goods Distribution on Customer Satisfaction at PT Kapedi Samudera Jaya Surabaya. Undergraduate Thesis. Surabaya: Faculty of Economics and Business, Universitas Teknologi Surabaya.

Competition in the distribution industry requires companies to provide reliable services and ensure that goods are delivered on time, as ordered, and in good condition. This study analyzes the partial and simultaneous effects of service quality and goods distribution on customer satisfaction at PT Kapedi Samudera Jaya Surabaya. The study involved a population of 88 regular customers identified from sales records for August 2025–August 2026. A sample of 75 respondents was determined using Hair's guideline of five respondents per indicator and selected through purposive sampling. Eligible respondents had conducted regular transactions for at least six months and received the company's distribution services. Data were collected using a five-point Likert-scale questionnaire and analyzed with SPSS through validity, reliability, classical assumption, multiple linear regression, t, F, and coefficient of determination tests. Service quality had a positive and significant effect on customer satisfaction, with a regression coefficient of 0.413, a t-value of 9.089, and $p < 0.001$. Goods distribution also had a positive and significant effect, with a regression coefficient of 0.338, a t-value of 7.821, and $p < 0.001$. Simultaneously, both variables significantly affected customer satisfaction, with an F-value of 71.861 and $p < 0.001$. The R^2 value of 0.666 indicates that both variables explain 66.6% of the variation in customer satisfaction, while other factors explain the remaining 33.4%. These findings emphasize the importance of delivery timeliness, order accuracy, product condition, information clarity, and service responsiveness in improving customer satisfaction.

Keywords: *B2B customers; customer satisfaction; goods distribution; multiple linear regression; service quality*