

ABSTRACT

Desy Kusnawati / 1800861201303 / 2024 / Batanghari University / Faculty of Economics / Marketing Management / The Influence of Tangible and Reliability on Consumer Satisfaction Puspa Wedding Decoration Jambi / Supervisor 1 Ahmad Tarmizi, SE, MM / Supervisor 2 Riko Mappedeceng, SE, MM.

The aim of the research is to determine physical evidence, reliability and consumer satisfaction with Puspa Wedding Decoration Jambi.

In discussing this problem the author uses a quantitative descriptive method by looking for information about symptoms, clearly establishing the goals to be achieved, collecting data as material for conducting research.

Puspa Wedding Decoration is a wedding decoration service founded by Puspa in 2013 and in 2017 Puspa Wedding Decoration began to experience very good development. Puspa Wedding Decoration Jambi has a variety of wedding services.

The population in this research is consumers of Puspa Wedding Decoration Jambi. The sample was determined using the judgment sampling method with the number of respondents being 51 Puspa Wedding Decoration consumers regarding physical evidence, reliability and consumer satisfaction. The hypothesis was tested using the t test and F test.

Based on the results of linear analysis, the equation $Y = 7.034 + 0.752 X_1 + 0.513 X_2$ is obtained. The calculated t test value is greater than t table (X_1) of $(3.768 > 1,67722)$ and reliability (X_2) of $(2.323 > 1,67722)$. With an F test of 0.000, the hypothesis H_a is accepted and H_o is rejected. The R square value is 0.702 or 70.2% while the remaining 29.8% is influenced by other factors.

The conclusion of this research is that physical evidence (tangible) and reliability have a significant influence both simultaneously and partially on consumer satisfaction.

Keywords: Tangible, Reliability, Consumer Satisfaction