

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *perceived waiting time* dan *satisfaction with waiting environment* terhadap *service satisfaction* di Samsung Centre Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode Partial Least Square program software SmartPLS versi 2.0. Data yang digunakan dalam penelitian adalah data primer yang diperoleh dari penyebaran kuesioner. Sampel dari penelitian menggunakan non-probability sampling, karakteristik populasi adalah konsumen yang pernah melakukan service di Samsung Centre Surabaya selama 6 bulan terakhir dan memiliki umur minimal 17 tahun. Jumlah sampel yang digunakan dalam penelitian sebanyak 120 sampel.

Hasil penelitian ini menunjukkan bahwa adanya hubungan positif dan signifikan dari *perceived waiting time* terhadap *waiting time satisfaction*, *satisfaction with waiting environment* terhadap *waiting time satisfaction*, *waiting time satisfaction* terhadap *service satisfaction*, *waiting time satisfaction* terhadap *service satisfaction* dan *satisfaction with waiting environment* terhadap *service satisfaction* di Samsung Centre Surabaya

Kata Kunci : *Perceived Waiting Time, Satisfaction with Waiting Environment, Waiting Time Satisfaction, Service Satisfaction*

## ABSTRACT

This study aims to determine and analyze the effect of *perceived waiting time* and *satisfaction with waiting environment* to and *service satisfaction* at Samsung Center Surabaya.

This research uses quantitative approach by using *Partial Least Square* method of SmartPLS version 2.0 software program. The data used in the research is the primary data obtained from the distribution of questionnaires. The sample of the study using non-probability sampling, population characteristics are consumers who have done service at Samsung Center Surabaya for the last 6 months and have a minimum age of 17 years. The number of samples used in this research is 120 samples.

The results of this study indicate that there is a positive and significant relationship of *perceived waiting time* to *waiting time satisfaction*, *satisfaction with waiting environment* to *waiting time satisfaction*, *waiting time satisfaction* to *service satisfaction*, *waiting time satisfaction* to *service satisfaction* and *satisfaction with waiting environment* to *service satisfaction* at Samsung Center Surabaya

Keywords: *Perceived Waiting Time, Satisfaction with Waiting Environment, Waiting Time Satisfaction, Service Satisfaction*