

ABSTRAK

Analisis Kepuasan Pelanggan di PT Ecostar Laboratories Kabupaten Tangerang dengan Metode Service Quality

PT.Ecostar adalah perusahaan jasa yang bergerak dalam bidang lingkungan hidup. Terakreditasi oleh Badan Komite Akreditasi Nasional, PT Ecostar telah memberikan pelayanan jasa lingkungan hidup baik di Tangerang maupun di luar Tangerang. Agar bisa mempertahankan kualitas kerja yang sudah ada, maka PT. Ecostar perlu memperhatikan aspek dari kepuasan pelanggan. Tujuan penelitian ini adalah untuk mengetahui kepuasan pelanggan pada setiap pelaksanaan kerja. Dimensi kepuasan pelanggan yang diukur adalah Reliability, Responsiveness, Assurance, Emphaty dan Tangibles. Metode penelitian yang digunakan yaitu dengan menyebarkan kuesioner kepada para pelanggan yang kemudian diolah dengan menggunakan metode Service Quality. Populasi pelanggan 300 orang. Dengan menggunakan teknik pengambilan sampel, maka diperoleh jumlah sampel sebanyak 99 responden.

Berdasarkan analisis hasil tabel distribusi dan persentase kepuasan pelanggan diperoleh bahwa 1,63% pelanggan menyatakan sangat tidak puas, 20,07 % menyatakan puas, 45,54 % menyatakan netral, 26,97 menyatakan puas dan 5,77 % menyatakan sangat puas.

Kata Kunci :Kepuasan pelanggan, komitmen kerja, kualitas pekerjaan (*Reliability, Responsiveness, Assurance, Emphaty, Tangibles*)

ABSTRACT

Analysis of Customers Satisfaction in PT. Ecostar Laboratories Tangerang by Using Method of Service Quality

PT. Ecostar is a service company specializing in the environmental field . Body accredited by the National Accreditation Committee , PT Ecostar has been providing environmental services both in and outside the Tangerang . In order to maintain the quality of the existing work , then PT . Ecostar need to pay attention to aspects of customer satisfaction . The purpose of this study was to determine customer satisfaction on every job execution . Dimensions measured employee satisfaction is Reliability , Responsiveness , Assurance , Empathy and Tangibles . The method used is by distributing questionnaires to customers who then treated using the Service Quality . Customer population of 300 people . By using sampling techniques , then obtained a total sample of 99 respondents . Based on the analysis of the results table and the percentage distribution of customer satisfaction found that 1.63% of customers expressed very dissatisfied, 20.07% said they were satisfied, 45.54% declared neutral, 26.97 and 5.77% expressed satisfaction expressed great satisfaction.

Keywords : Customer satisfaction , job commitment , job quality (Reliability , Responsiveness , Assurance , Empathy , Tangibles) .

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