

ABSTRACT

For a company, customer satisfaction is important, then the need for measuring the level of satisfaction to know the extent to which quality of service that the company has been given to the customer. Five dimensions of service quality include Reliability, Responsiveness, Assurance, Empathy, and Tangible. Research was conducted with the use of kuisioner distributed to 50 customers as respondents with the Likert scale method. In processing the data obtained the average satisfaction rating by respondents range between 3 to 4 which means that quite satisfied until satisfied, so that it can be in the diagram cartesius, 4 indicators in accordance with the desire and hope that is what customer service to customers is on time, speed and accuracy services, whether our employees enough to understand customer needs, and completeness of the equipment. 3 unsatisfactory indicator of the value of customers is very important. Trust among customers, the skills and knowledge of employees, and employees of the attention given to the customer. And 3 more over-valued customers, but the third indicator is considered less important, the readiness of employees, employee response and cleanliness and hygiene work. Results of analysis the five service quality dimensions, the reliability and tangible coefficients coleration perfect negative (-1), the responsiveness, insurance, and empathy, the positive coefficient coleration perfect (1). While determinant coefficients of the five dimensions of service quality of 100%.

Keywords: satisfaction, quality, service, customer.

ABSTRAK

Bagi suatu perusahaan, kepuasan pelanggan sangatlah penting, maka perlu adanya pengukuran tingkat kepuasan untuk mengetahui sejauh mana kualitas layanan yang sudah diberikan perusahaan kepada pelanggan. Lima dimensi kualitas jasa meliputi Keandalan (*reliability*), Daya Tanggap (*responsiveness*), Jaminan (*assurance*), Empati (*emphaty*), dan Berwujud/Bukti Fisik (*tangible*). Penelitian ini dilakukan dengan menggunakan kuisioner yang dibagikan kepada 50 pelanggan sebagai responden dengan metode skala Likert. Dalam pengolahan data didapatkan rata-rata penilaian kepuasan oleh responden berkisar antara 3 sampai 4 yang berarti cukup puas sampai puas, sehingga dapat disimpulkan dalam diagram kartesius, 4 indikator sesuai dengan keinginan dan harapan pelanggan yaitu apakah pelayanan kepada pelanggan sudah tepat waktu, kecepatan dan ketepatan pelayanan, apakah karyawan kami cukup mengerti kebutuhan pelanggan, dan kelengkapan peralatan. 3 indikator kurang memuaskan padahal di nilai pelanggan sangat penting. Diantaranya kepercayaan pelanggan, ketrampilan dan pengetahuan karyawan, dan perhatian karyawan yang diberikan kepada pelanggan. Dan 3 lagi berlebihan tetapi dinilai pelanggan ketiga indikator tersebut dinilai kurang penting, yaitu kesiapan karyawan, respon karyawan dan kerapian dan kebersihan kerja. Hasil analisa kelima dimensi kualitas jasa, pada keandalan (*reliability*) dan bukti fisik (*tangible*) koefisien kolerasi sempurna negatif (-1), pada daya tanggap (*Responsiveness*), jaminan (*assurance*), dan empati (*empathy*), koefisien kolerasi sempurna positif (1). Sedangkan koefisien determinasi dari kelima dimensi kualitas jasa sebesar 100%.

Kata kunci: kepuasan, kualitas, layanan, pelanggan