

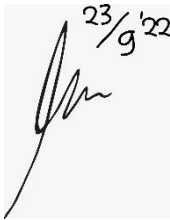
ANALISIS KUALITAS LAYANAN PADA PT TARU MARTANI YOGYAKARTA

Ketwin Tandenga

Abstrak

Penelitian ini bertujuan untuk menganalisis kualitas layanan pada PT. Taru Martani Yogyakarta. Variabel kualitas pelayanan memiliki dimensi *reliability*, *responsiveness*, *assurance*, *empathy* dan *tangible*. Sampel dalam penelitian ini berjumlah 63 responden. Analisis data dalam penelitian ini menggunakan uji validitas, uji reliabilitas, dan *arithmetic mean*. Dari hasil analisis *arithmetic mean* dimensi *reliability* hasil rata-rata sebesar 3,67 yang berarti setuju, dimensi *responsiveness* memperoleh hasil rata-rata sebesar 3,88 yang berarti setuju, dimensi *assurance* memperoleh hasil rata-rata sebesar 3,83 yang berarti setuju, dimensi *empathy* hasil rata-rata sebesar 3,73 yang berarti setuju dan dimensi *tangible* hasil rata-rata sebesar 3,69 yang berarti setuju.

Kata Kunci: *Kualitas Layanan.*



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ANALYSIS OF SERVICE QUALITY AT PT TARU MARTANI YOGYAKARTA

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Abstract

This study aims to analyze the quality of service at PT. Taru Martani Yogyakarta. The service quality variable has the dimensions of reliability, responsiveness, assurance, empathy and tangible. The sample in this study amounted to 63 respondents. Data analysis in this study used validity, reliability, and arithmetic mean tests. From the results of arithmetic analysis, the mean reliability dimension results in an average of 3.67 which means agree, the responsiveness dimension obtains an average result of 3.88 which means agrees, the assurance dimension obtains an average result of 3.83 which means agrees, the empathy dimension has an average result of 3.73 which means agree, and the tangible dimension results in an average of 3.69 which means agree.

Keywords: Service Quality.