

ANALISIS *SERVICE ORIENTATION* PADA CV ABINAYA MUDA INDONESIA YOGYAKARTA

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Abstrak

Penelitian ini dilakukan pada CV Abinaya Muda Indonesia. Tujuan dari penelitian ini untuk mengetahui hasil Analisis *Service Orientation* pada CV Abinaya Muda Indonesia Yogyakarta. Jenis penelitian ini menggunakan metode kuantitatif. Metode perolehan data yang digunakan adalah observasi dan kuesioner. Kuesioner disebarakan kepada 30 karyawan tetap CV Abinaya Muda Indonesia Yogyakarta. Teknik analisis data menggunakan: uji validitas, uji reliabilitas, dan uji rata-rata hitung. *Service Orientation* memiliki 4 dimensi yaitu, *Service Leadership Practices*, *Service Encounter Practices*, *Human Resource Management Practices*, *Service Systems Practices*. Jenis data yang digunakan dalam penelitian ini adalah data primer dan data sekunder, Berdasarkan hasil uji validitas bahwa nilai dari pernyataan pada penelitian ini dinyatakan valid. Berdasarkan hasil uji reliabilitas diketahui keseluruhan nilai *cronbach's alpha* memiliki nilai di atas 0,6. Maka disimpulkan bahwa alat untuk mengukur penelitian ini dinyatakan reliabel. Berdasarkan hasil uji *mean aritmatic* pada seluruh kusioner yang berjumlah 35 item pernyataan, diperoleh total rata-rata tertinggi sebesar (5,22) pada indikator pencegahan kegagalan layanan dan rata-rata terendah sebesar (2,75) pada indikator pemberdayaan karyawan.

Kata Kunci: *Orientasi Pelayanan.*

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Abstract

This research was conducted at CV Abinaya Muda Indonesia. The purpose of this research is to find out the results of Service Orientation Analysis at CV Abinaya Muda Indonesia Yogyakarta. This type of research uses quantitative methods. Data acquisition methods used are observation and questionnaires. Questionnaires were distributed to 30 permanent employees of CV Abinaya Muda Indonesia Yogyakarta. Data analysis techniques using: validity test, reliability test, and arithmetic average test. Service Orientation has 4 dimensions which are Service Leadership Practices, Service Encounter Practices, Human Resource Management Practices, Service Systems Practices. The types of data used in this study are primary data and secondary data. Based on the results of the validity test that the values of the statements in this study were declared valid. Based on the results of the reliability test, it is known that the overall Cronbach's alpha value has a value above 0.6. So it was concluded that the tool for measuring this research was declared reliable. Based on the results of the arithmetic mean test on all questionnaires totaling 35 statement items, the highest average total is (5.22) on the service failure prevention indicator and the lowest average is (2.75) on the employee empowerment indicator.

Keywords: *Service Orientation.*