

ANALISIS KUALITAS LAYANAN PADA JASA PERCETAKAN *DIGITAL PRINTING* KLIK GRUP YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis kualitas layanan pada jasa percetakan digital printing Klik Grup Yogyakarta. Kualitas layanan memiliki 5 dimensi yaitu *reliability*, *responsiveness*, *assurance*, *empaty* dan *tangibless*. Sampel dalam penelitian ini berjumlah 35 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 3,63 yang berarti setuju, artinya konsumen setuju atas layanan yang diberikan perusahaan, dimensi *responsiveness* memperoleh hasil rata-rata sebesar 3,88 yang berarti setuju, artinya konsumen setuju atas respon yang diberikan perusahaan, dimensi *assurance* memperoleh hasil rata-rata sebesar 3,99 yang berarti setuju, artinya konsumen setuju atas jaminan yang diberikan perusahaan, dimensi *empaty* hasil rata-rata sebesar 3,63 yang berarti setuju, artinya konsumen setuju atas kepedulian perusahaan kepada konsumen dan dimensi *tangibless* memperoleh hasil rata-rata sebesar 3,64 yang berarti setuju, artinya konsumen setuju atas bukti fisik yang diberikan karyawan.

Kata Kunci: *Kualitas Layanan Jasa.*

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ANALYSIS QUALITY SERVICE OF DIGITAL PRINTING KLIK GRUP YOGYAKARTA

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Abstract

This study aims to analyze the quality of service at the Klik Group Yogyakarta digital printing services. Service quality has 5 dimensions, namely reliability, responsiveness, assurance, empathy and tangibless. The sample in this study amounted to 35 respondents. Data analysis in this study used validity, reliability, and arithmetic mean tests. From the results of the analysis, it is obtained that the arithmetic mean dimension of reliability averages 3.63 which means that they agree, it means that consumers agree with the services provided by the company, the responsiveness dimension obtains an average result of 3.88 which means they agree, it means that consumers agree with the response that given by the company, the assurance dimension obtains an average result of 3.99 which means that consumers agree with the guarantee provided by the company, the empathy dimension has an average result of 3.63 which means that they agree, meaning that consumers agree with the company's concern for consumers and the tangibless dimension obtains an average result of 3.64 which means that it agrees, meaning that consumers agree with the physical evidence provided by employees.

Keywords: *Service Quality.*