

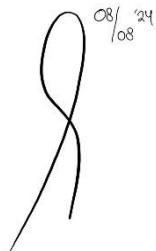
ANALISIS KUALITAS LAYANAN PADA PT SUMBER REJEKI PERSADA FARM SALATIGA

Pramita Ayu Ningrum

Abstrak

Penelitian ini bertujuan untuk menganalisis kualitas layanan pada PT Sumber Rejeki Persada Farm Salatiga. Kualitas layanan memiliki 5 dimensi yaitu *reliability*, *responsiveness*, *assurance*, *empathy* dan *tangibless*. Sampel dalam penelitian ini berjumlah 34 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 3,72 yang berarti setuju, artinya konsumen setuju atas layanan yang diberikan perusahaan, dimensi *responsiveness* memperoleh hasil rata-rata sebesar 3,60 yang berarti setuju, artinya konsumen setuju atas respon yang diberikan perusahaan, dimensi *assurance* memperoleh hasil rata-rata sebesar 3,85 yang berarti setuju, artinya konsumen setuju atas jaminan yang diberikan perusahaan, dimensi *empathy* hasil rata-rata sebesar 3,80 yang berarti setuju, artinya konsumen setuju atas kepedulian perusahaan kepada konsumen dan dimensi *tangibless* memperoleh hasil rata-rata sebesar 3,98 yang berarti setuju, artinya konsumen setuju atas bukti fisik yang diberikan karyawan.

Kata Kunci: *Kualitas Layanan*



08/08/24

A handwritten signature in black ink, appearing to be "Pramita Ayu Ningrum". Above the signature, the date "08/08/24" is written in a smaller, printed-style font.

***ANALYSIS QUALITY SERVICE OF PT SUMBER REJEKI PERSADA
FARMSALATIGA***

Pramita Ayu Ningrum

Abstract

This study aims to analyze quality service of PT Sumber Rejeki Persada Farm Salatiga. Quality service has 5 indicators, reliability, responsiveness, assurance, empaty dan tangibless. The respondents in this study amounted to 34 samples. Data analysis in this study used validity, reliability, and arithmetic mean tests. From the results of arithmetic analysis, the mean indicator of reliability result an average of 3,72 which means agree, this means that consumers agree with the services provided by the company, the indicator of responsiveness result an average of 3,60 which means agree, this means that consumers agree with the response given by the company, the indicator of assurance results an average of 3,85 which means agree, this means that consumers agree to the guarantees provided by the company, the indicator of empaty an average result of 3,80 which means agree, this means that consumers agree on the company's concern for consumers and the indicator of tangibless an average result of 3,98 which means agree, this means that consumers agree with the physical evidence provided by employees.

Keywords: *Quality Service*