

ANALISIS KUALITAS PELAYANAN THE VIRGIN BEACH SUPARNO PARNARAYA GROUP PACITAN

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Abstrak

Penelitian ini bertujuan untuk mengetahui kualitas pelayanan The Virgin Beach Suparno Parnaraya Group Pacitan. Penelitian ini menggunakan metode deskriptif kuantitatif. Data primer bersumber dari jawaban kuesioner pelanggan The Virgin Beach Suparno Parnaraya Group Pacitan. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan *accidental sampling* dengan jumlah 88 responden. Berdasarkan hasil penelitian keseluruhan, variabel kualitas pelayanan memiliki nilai rata-rata hitung sebesar 4,32 yang termasuk kategori sangat setuju. Berdasarkan hasil penelitian, pada indikator keandalan memiliki nilai rata-rata sebesar 4,35 termasuk kategori sangat setuju, indikator ketanggapan memiliki nilai rata-rata sebesar 4,32 termasuk kategori sangat setuju, indikator jaminan memiliki nilai rata-rata sebesar 4,29 termasuk kategori sangat setuju, indikator empati memiliki nilai rata-rata sebesar 4,31 termasuk kategori sangat setuju, indikator bukti fisik memiliki nilai rata-rata sebesar 4,32 termasuk kategori sangat setuju.

Kata Kunci: *Kualitas Pelayanan*



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Abstract

This research aims to determine the service quality of The Virgin Beach Suparno Parnaraya Group in Pacitan. The study employs quantitative descriptive methods. Primary data is collected from responses to customer questionnaires from The Virgin Beach Suparno Parnaraya Group. The sampling technique utilized in this research is accidental sampling, involving 88 respondents. Based on the overall research results, the service quality variable has a calculated average value of 4.32, which falls into the strongly agree category. The findings indicate that the reliability indicator has an average value of 4.35, which is included in the strongly agree category. The responsiveness indicator has an average value of 4.32, which is included in the strongly agree category, and the assurance indicator has an average value of 4.29, which is included in the strongly agree category. The empathy indicator has an average value of 4.31 included in the category strongly agree, the tangibles indicator has an average value of 4.32 included in the category strongly agree,

Keywords: Service Quality