

ANALISIS KUALITAS LAYANAN DI PT BOROBUDUR OTO MOBIL YOGYAKARTA

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Abstrak

Di era globalisasi, persaingan bisnis menuntut perusahaan untuk tidak hanya menawarkan produk atau jasa, tetapi juga memastikan kualitas layanan yang mampu memenuhi harapan pelanggan. PT. Borobudur Oto Mobil Yogyakarta sebagai authorized dealer Mitsubishi di wilayah Yogyakarta dan Jawa Tengah memiliki peran penting dalam memberikan layanan optimal melalui konsep 3S (Sales, Service, dan Sparepart). Penelitian ini bertujuan untuk menganalisis kualitas layanan di PT Borobudur Oto Mobil Yogyakarta berdasarkan lima dimensi Servqual, yaitu *empathy*, *responsiveness*, *tangible*, *reliability*, dan *assurance*. Metode penelitian yang digunakan adalah pendekatan kuantitatif, dengan uji instrumen melalui uji validitas dan reliabilitas. Pemilihan responden dilakukan menggunakan teknik purposive sampling, dengan jumlah responden sebanyak 30 orang. Hasil uji instrumen menunjukkan bahwa kuesioner yang digunakan valid dan reliabel. Teknik analisis data menggunakan perhitungan mean aritmetika. Hasil penelitian menunjukkan bahwa kualitas layanan secara keseluruhan berada dalam kategori setuju, dengan nilai mean total sebesar 3,84. Dimensi *empathy* memperoleh nilai tertinggi sebesar 3,90, diikuti oleh *responsiveness* dan *tangible* masing-masing sebesar 3,88, *reliability* sebesar 3,81, serta *assurance* sebagai dimensi terendah dengan nilai 3,73. Temuan ini menunjukkan bahwa pelanggan secara umum merasa setuju terhadap layanan yang diberikan, namun perusahaan perlu melakukan perbaikan pada aspek *assurance*, khususnya terkait kepercayaan dan kemudahan transaksi. Penelitian ini diharapkan dapat menjadi dasar dalam evaluasi dan peningkatan kualitas layanan di masa yang akan datang.

Kata Kunci: *Kualitas Layanan, Aritmatik Mean, PT Borobudur Oto Mobil Yogyakarta*

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SERVICE QUALITY ANALYSIS AT PT BOROBUDUR OTO MOBIL YOGYAKARTA

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Abstract

In the era of globalization, business competition demands that companies not only offer products or services but also ensure the quality of these services aligns with customer expectations. PT Borobudur Oto Mobil Yogyakarta, as an authorized Mitsubishi dealer in the Yogyakarta and Central Java regions, plays a crucial role in delivering optimal service through the 3S concept (Sales, Service, and Spare Parts). This study aims to analyze the service quality at PT Borobudur Oto Mobil Yogyakarta based on the five SERVQUAL dimensions: empathy, responsiveness, tangibles, reliability, and assurance. A quantitative research approach was employed, with validity and reliability tests conducted on the research instruments to ensure their reliability. Respondents were selected using purposive sampling, resulting in a sample of 30 respondents. The instrument tests confirmed that the questionnaire used was both valid and reliable. Data analysis was performed using arithmetic mean calculations. The results indicate that the overall service quality is categorized as "good," with a total mean score of 3.84. The empathy dimension achieved the highest mean score of 3.90, followed by responsiveness and tangibles, each with a score of 3.88. Reliability scored 3.81, while assurance received the lowest score of 3.73. These findings suggest that customers are generally satisfied with the services provided; however, there is room for improvement, particularly in the assurance dimension, with a focus on trust and transaction ease. This research is intended to serve as a foundation for future evaluations and improvements in service quality.

Keywords: *Service Quality, Arithmetic Mean, PT Borobudur Oto Mobil Yogyakarta*