


PENERAPAN *SERVICE QUALITY* PADA BENGKEL RESMI HONDA AHASS SURYA MATARAM SLEMAN

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Abstrak

Penelitian ini bertujuan untuk menganalisis implementasi *service quality* pada Bengkel Resmi Honda AHASS Surya Mataram serta mengevaluasi sejauh mana kualitas pelayanan tersebut dirasakan oleh pelanggan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, di mana data primer diperoleh melalui penyebaran kuesioner kepada konsumen generasi Z usia 17–26 tahun yang telah melakukan servis minimal dua kali di bengkel tersebut. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden yang dianalisis sebanyak 100 orang. Instrumen penelitian disusun berdasarkan lima dimensi *service quality* yaitu *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Data dianalisis menggunakan statistik deskriptif dengan bantuan perangkat lunak SPSS versi 26 dan Microsoft Excel 365, meliputi uji validitas, uji reliabilitas, serta perhitungan nilai rata-rata (*arithmetic mean*). Hasil penelitian menunjukkan bahwa secara keseluruhan implementasi *service quality* oleh *customer service* berada pada kategori baik, dengan dimensi *assurance* dan *responsiveness* memperoleh penilaian tertinggi dari responden. Temuan ini mengindikasikan bahwa sikap profesional, kecepatan layanan, serta kemampuan komunikasi *customer service* berperan penting dalam menciptakan kepuasan pelanggan. Implikasi penelitian ini diharapkan dapat menjadi bahan evaluasi dan dasar perbaikan berkelanjutan bagi manajemen bengkel dalam meningkatkan kualitas pelayanan serta mempertahankan loyalitas pelanggan.

Kata Kunci: *Service Quality, Customer Service, Kepuasan Pelanggan, Bengkel AHASS, Kualitas Layanan*

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AN ANALYSIS OF SERVICE QUALITY IMPLEMENTATION AT THE OFFICIAL HONDA AHASS SURYA MATARAM WORKSHOP IN SLEMAN

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Abstract

This study aims to analyze service quality implementation at the Official Honda AHASS Surya Mataram Workshop and to evaluate customers' perceptions of the service provided. This research employs a quantitative, survey-based approach, collecting primary data through questionnaires distributed to Generation Z consumers aged 17–26 years who have used the workshop services at least twice. The sampling technique used was purposive sampling, involving 100 respondents. The research instrument was developed based on the five dimensions of service quality, namely tangibles, reliability, responsiveness, assurance, and empathy. Data analysis was conducted using descriptive statistics in SPSS version 26 and Microsoft Excel 365, including validity and reliability testing and arithmetic mean analysis. The results indicate that overall service quality implementation by customer service is rated good, with the assurance and responsiveness dimensions receiving the highest ratings from respondents. These findings suggest that professionalism, service responsiveness, and effective communication skills of customer service play a crucial role in enhancing customer satisfaction. The implications of this study are expected to serve as a reference for evaluation and a basis for continuous improvement in workshop management to enhance service quality and maintain customer loyalty.

Keywords: *Service Quality, Customer Service, Customer Satisfaction, AHASS Workshop, Service Performance*

