

RETAIL SERVICE QUALITY PADA GARDENA DEPARTMENT STORE AND SUPERMARKET KOTA YOGYAKARTA

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Abstrak

Service Quality adalah kondisi dinamis yang berhubungan dengan produk, jasa, manusia, proses, dan lingkungan yang memenuhi atau melebihi harapan yang terdiri dari keandalan, daya tangkap, jaminan, empati, dan bukti fisik pada toko ritel di *Gardena Department Store and Supermarket* Kota Yogyakarta. Penelitian ini bertujuan untuk mengetahui *retail service quality* pada *Gardena Department Store and Supermarket*. Metode yang digunakan dalam pengambilan sampel adalah *simple random sampling* yaitu teknik pengambilan data yang dilakukan secara acak tanpa memperhatikan strata yang ada dalam populasi tersebut. Data sekunder terdiri dari 97 sampel data yang diperoleh dengan menggunakan kuesioner. Hasil penelitian pada persepsi karyawan, menunjukkan bahwa *retail service quality* pada *Gardena Department Store and Supermarket* Kota Yogyakarta sebagai berikut: variable Aspek Fisik 3,80, Reliability 3,42, Interaksi Personal 3,06, Pemecahan Masalah 3,06, Kebijakan 3,67. Berdasarkan data aritmetik mean dapat disimpulkan penilaian konsumen terhadap produk *Gardena Department Store and Supermarket* Kota Yogyakarta dengan hasil nilai rata-rata adalah 3,40 berarti keseluruhan variabel penilaian konsumen sangat baik.

Kata Kunci: *Service Quality, Random Sampling, Persepsi Karyawan*

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Abstract

Service Quality is a dynamic condition related to products, services, people, processes, and an environment that meets or exceeds expectations consisting of reliability, capture power, guarantee, empathy, and physical evidence at retail stores at Gardena Department Store and Supermarket City of Yogyakarta. This study aims to find out retail service quality at Gardena Department Store and Supermarket. The method used in sampling is simple random sampling that is data collection techniques that are carried out randomly without paying attention to the strata in the population. Secondary data consists of 97 data samples obtained using a questionnaire. Research results on employee perceptions, shows that retail service quality at Gardena Department Store and Supermarket in Yogyakarta City is as follows: variable of Physical Aspect is 3.80, Reliability is 3.42, Personal Interaction is 3.06, Troubleshooting is 3.06, and Policy variable is 3.67. Based on the mean of arithmetic data, it can be concluded that consumer assessment of the products of Gardena Department Store and Supermarket city Yogyakarta with the results of the average value of 3.40 means that the overall variable of consumer assessment is very good.

Keywords : *Service Quality, Random Sampling, Employee Perception*