

ANALISIS KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PADA PT GM PRODUCTION YOGYAKARTA

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Abstrak

Penelitian ini bertujuan mengetahui tingkat pengaruh dimensi kualitas pelayanan meliputi *tangibles*, *reliability*, *responsiveness*, *assurance* dan *emphaty* terhadap kepuasan konsumen PT GM Production. Riset dilakukan dengan teknik survey terhadap 30 responden. Secara simultan, kualitas pelayanan yang terdiri dari lima variabel berpengaruh signifikan terhadap kepuasan konsumen. Urutan variabel yang paling berpengaruh adalah variabel *tangibles* (bukti fisik), *responsiveness* (ketanggapan), *emphaty* (perhatian), *assurance* (jaminan), dan *reliability* (kehandalan). Rata-rata responden terhadap dimensi kualitas pelayanan pada GM Production adalah sebesar 3,35 dimana menunjukkan kategori sangat baik karena sudah mencukupi standar kategori yang sudah ditentukan. Kualitas layanan yang diberikan oleh GM Production sesuai dengan kepuasan konsumen.

Kata Kunci: *Kualitas pelayanan, Kepuasan , Pelanggan*

Abstract

This study aims to determine the level of influence dimension of service quality including *tangibles*, *reliability*, *responsiveness*, *assurance* and *emphaty* to consumer satisfaction PT GM Production. Research was done by survey technique to 30 respondents. Simultaneously, the quality of service consisting of five variables significantly influence consumer satisfaction. The most influential variable sequences are variable *tangibles* (physical evidence), *responsiveness*, *emphaty* (attention), *assurance* (assurance), and *reliability* (reliability). The average respondent to the dimension of quality of service at GM Production is 3.35 which indicates the category is very good because it is sufficient standard category that has been determined. Quality of service provided by GM Production in accordance with customer satisfaction.

Keywords: *Quality of service, Satisfaction, Customer*