

ABSTRAK

**ANALISIS TINGKAT KEPUASAN PELANGGAN TERHADAP
KUALITAS PELAYANAN RUMAH RETRET CANOSSA, TANGERANG**

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Penelitian ini bertujuan untuk (1) mengetahui tingkat kepuasan pelanggan terhadap kualitas pelayanan Rumah Retret Canossa, (2) untuk mengetahui ada atau tidaknya perbedaan yang signifikan antara rata-rata harapan dan rata-rata kinerja. Penelitian ini dilaksanakan pada bulan Maret – April 2012. Populasi penelitian ini adalah seluruh pelanggan Rumah Retret Canossa. Jumlah sampel yang diambil adalah 385 responden. Teknik penarikan sampel yang digunakan adalah *accidental sampling*. Teknik pengumpulan data menggunakan kuesioner, dokumentasi, wawancara, dan observasi. Pendekatan yang digunakan dalam penelitian ini adalah metode *servqual*. Teknik analisis datanya menggunakan statistik deskriptif dan uji statistik *paired t test*.

Hasil penelitian menunjukkan bahwa kepuasan pelanggan terhadap pelayanan yang diberikan Rumah Retret Canossa adalah rendah. Ada kesenjangan (*gap*) antara rata-rata harapan dan rata-rata kinerja sebesar 1,55, sedangkan kesenjangan untuk setiap dimensi adalah keberwujudan = 1,37, daya tanggap = 0,63, jaminan = 1,57, kehandalan = 1,46 dan empati = 2,53. Pada uji *paired sample t test* ditemukan nilai $t_{hitung} 7.854 > t_{tabel} 1,977$ yang berarti terdapat perbedaan yang signifikan antara rata-rata harapan dan rata-rata kinerja yang dirasakan oleh pelanggan pada seluruh dimensi *service quality*.

ABSTRACT

**AN ANALYSIS OF THE SATISFACTION RATE OF THE CUSTOMERS
TOWARDS THE QUALITY OF SERVICE IN CANOSSA RETREAT HOUSE,
BINTARO TANGERANG**

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This research aims (1) to investigate the satisfaction rate of the customers towards the quality of service in Canossa Retreat House, (2) to investigate if there is a significant difference between the average of expectation and the average of performance. This research was conducted from March to April 2012. The population of this research are all the customers of Canossa Retreat House. The samples were 385 taken by applying accidental sampling technique. The methods of collecting the data are questionnaire, documentation, interview, and observation. Approach used in this research is service quality method. To analyze the data, descriptive statistics test and paired t test are applied.

The result shows that the satisfaction rate of the customers towards the quality of service in Canossa Retreat House is low. There is a gap between average expectations and average performance (1,55) while the gap for each dimension is tangibles (1,37), responsiveness is 0,63, assurance is 1,57, reliability is 1,46 and empathy is 2,53. Based on the test of paired sample t test, it can be seen that t_{count} is $7.854 > t_{table} 1,977$, which means that there is a significant difference between the average of expectation and the average of performance felt by the costumers in all dimension of service quality.